DESBARATS NEWSPAPER DIRECTORY 1924–1925

ALL CANADA

IS YOUR TRADE MARK YOUR SELLING PAL?

Every business has its human side and many of the most succesful have associated with them a "Selling Pal," a true friend, attractive in appearance and sound, suggestive of constant quality and constructive by kind thoughts.

Other business firms are so eager chasing sight-dollars, that they have passed by their "Selling Pal" and have missed a permanent asset builder.

While some have jumped without thought and are wasting thousands of dollars annually trying to make a "Selling Pal" out of an "Ordinary Guy".

Would you like a "Selling Pal"—attractive, suggestive and constructive—that will **grip** and **hold** and make you ACT? Our service departement will gladly submit sketches and suggestions to you without obligation. We're happy at it! It's "great stuff" to pull the "dream-clouds" down and find what they are made of.

That, somehow, calls for correspondence.

And the same tendency toward "shyness" that has previously characterized our "speaking of ourselves" whispers to let YOU start that.

Will you?

OUR "SELLING PAL"

OUR BUSINESS MOTTO
COURTESY
REGISTERED TRADE MARK

HAROLD C. SHIPMAN & CO.
International Attorneys and Counsellors.
PATENTS—TRADE MARKS—DESIGNS.
Head Office, Ottawa, Canada.

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DESBARATS

"ALL CANADA"

NEWSPAPER DIRECTORY

1924-1925

PUBLISHED BY

THE DESBARATS ADVERTISING AGENCY, LIMITED

MONTREAL AND TORONTO

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1924
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INTRODUCTION

to the 10th Edition of the

DESBARATS NEWSPAPER DIRECTORY

ALL CANADA

The first edition was published in 1904, since when subsequent ones have been issued every second year.

BUILDING AN EMPIRE WITH ADVERTISING

Successful advertising has included things as varied in size and importance as pins and Empires.

The President of the Canadian Pacific Railway, in addressing the Convention of the Associated Advertising Clubs of the World at Wembley in July (1924) instanced the results which advertising had achieved in promoting the flow to Canada of both settlers and capital and thus hastening its development.

No less than $67,000,000 have been spent by the Canadian Pacific since Sir W. C. Van Horne, in 1881, originated the policy of making known abroad Canada's vast resources and the opportunities it offered both to men of energy and for the profitable use of accumulated capital.

The Government of Canada in the same period has spent about $35,000,000.

The result of these expenditures is seen in the opening up of our Western Provinces, whose golden grain today flows east and west and south and amply justifies the promise which the greatest of optimists made for these new lands.

Advertising, however, was the spark which brought life and being to what had been but a dream. To advertising, plus the wisdom and foresight of the bold pioneers of the Canadian Pacific Railway, are due the building up of Canada's great West, and the consequent financial growth of all the other Provinces, and Mr. Beatty's address is a wonderful tribute to the efficacity of "Printers' Ink."

In our preface in 1922, under the caption "What Cannot be Advertised?" we claimed that one cannot and should not advertise articles, ideas, policies, etc., which those who stand sponsor for, fear to expose to the light of publicity. Of honest-

ly made, honestly marketed goods there are very few which cannot benefit from publicity.

How, when and where the advertising should be done are questions, however, not always easy to decide.

Our technical experience of advertising and marketing enables us to be of real service to our clients in solving such problems.

We outline on the following pages the organization which we have gathered together and which forms a very complete and efficient one to plan and carry out any advertising campaign.

33 Years' Continuous Service

It is important to maintain between our customers and our organization a continuity of service which assures on all sides a full knowledge of the problems to be handled and of the policies which underlie our customers' selling campaigns.

Not only have we as an organization "carried on" for over 32 years under the same management, but we have a record of having kept together a majority of our executive officers for considerable periods.

Our Staff and its Record

Mr. E. Desbarats, President and Managing Director, has been in charge of the business since its inception—32 years ago. He is today the Veteran Agency Chief Executive in Canada.

Mr. T. Shute, Treasurer, is in charge of the accounting. He has been with the agency for many years and has inaugurated and successfully carried out the system of accounting which has proven to be accurate and elastic enough to take care of the constant expansion in the Company's business.

Mr. Paul Caron has charge of the Art Department, with which he has been identified for over 20 years. Under his skilled guidance the artistic work of the Agency for its clients has been the admiration of many advertising critics.

Mr. Cecil Riopel, in charge of "copy," has produced many of the best pulling advertisements and has planned many successful campaigns. He has been with the Agency many years.

Mr. J. J. Gallagher, after a long experience in trade journalism and as a free lance agent, joined the Desbarats Advertising Agency in 1918. He is in charge of the advertising of some of our most important accounts, and is considered one of the most valuable advisers on grocery and food product advertising.

Mr. E. W. Desbarats and Mr. Duncan Desbarats have added to their college education and business experience the vision and knowledge of human nature which a few years of war service gives. They are the younger blood which must be relied upon to keep our service abreast of latest thought and ideas.

Mr. G. M. LeHain is another veteran in this Agency's staff. His long war service, which carried him to many fronts, has added to his experience, and his knowledge of languages is of great use. He is considered a most excellent lay-out man.

In Toronto Mr. A. H. Maclauchlan is in charge of our local office and Ontario business in general. Mr. Maclauchlan has sold merchandise throughout Canada and for a period of five years his duties brought him in touch with the retail trade. For nine years Mr. Maclauchlan was connected with Canada's largest mail order house and during the latter three years of that time he had complete charge of the advertising and catalogue division. Since 1918 he has been acting in the capacity of advertising counsellor for several leading Canadian manufacturers and the service rendered included every phase of publicity work.

Mr. Maclauchlan's experience adds value to our councils and his service is creating a valued clientele in Ontario.

Our Home

The Desbarats Building, of which we occupy the ground floor frontage on Beaver Hall Hill, corner of Lagauchetière, is most conveniently situated for our purpose; easy of access and extremely central; we are surrounded with electrotypers, engravers and printers. In the building itself we can and do find firms to handle practically all our requirements. This is a great saving of time and enables us often to secure better service.

May we note in this connection that in every department we can point to at least one executive who has been with us so long that it is difficult to imagine any proposition which his previous experience will not enable him to handle quickly and well.

Our Customers

Veterans are not only to be found on our staff. Few agencies, we believe, either in the United States or Canada can point to so large a percentage of renewals of accounts—of customers who have entrusted us with their advertising year after year for five, ten or even twenty-five years.

We can point to articles such as "Baby's Own Soap," Canada's leading toilet soap; "D. & A." Corsets, the brand which commands by far the largest sale in Canada; "W. Clark, Limited," Montreal, Canada's leading manufacturers of Prepared Foods, and say with pride—not merely have we handled these accounts for 10, 15 or 25 years, but rather we have been entrusted with all the publication advertising of these articles since they were first offered to the public. When we first took up their advertising they were in most cases unknown in Canada.

To-day we point to them with pride as our honored customers and their names are household words throughout Canada.

We believe that nothing we can say is a stronger argument for our service than this record of long and evidently successful work.

Our chief has been called upon to help with the advertising of each of the several Victory Loan campaigns.

We have a record of honorable and successful service and pride ourselves on giving conservative advice and prompt execution of orders.

In some lines, we are seeking accounts and will gladly place our claims for service in detail.

Some Customers of the Desbarats Advertising Agency

Name and Address	Article Advertised
Albert Soaps, Ltd., Montreal	Baby's Own Soap. Canada's most popular toilet soap.
Barber Ellis, Limited, Toronto	Manufacturers of fine stationery, etc.
Bishop's College School and University	Lennoxville.
Blatchford Calf Meal Co. of Canada, Limited, Toronto	Stock Foods.
Bovril, Limited, Montreal	The largest manufacturers of meat extracts in the world.
T. W. Boyd & Sons, Montreal	Sporting goods, bicycles, etc.
Canadian Industrial Alcohol Co., Ltd., Montreal	Corby's Whisky, etc.
Chisholm Milling Co., Ltd., Toronto	Stock foods.
W. Clark Limited, Montreal	Clark's Pork and Beans, etc. The leading Canadian brand of Prepared Foods.
Jas. Coristine & Co., Montreal	Hats and Furs.
Dent, Allcroft & Co., Canada, Limited, Montreal	Dent's Gloves. The best known glove in the world.
Disappearing Propeller Boat Co., Ltd., Toronto	Boats.
Dominion Corset Co., Quebec	Canada's leading corset manufacturers.
Dominion Government, Ottawa	Department of Finance—"Victory Loans."
Dominion Suspender Co., Ltd., Niagara Falls	"President Suspenders."
Wm. H. Dunn Ltd., Montreal	Food Products.
Horlick's Malted Milk Co., Racine, Wis.	Horlick's Malted Milk.
The Jaeger Co., Ltd., Montreal	The highest grade woollens.
A. J. Kirstin Canadian Co., Sault Ste. Marie, Ont.	Stump pullers.
Kraft McLaren Cheese Co. of Canada, Ltd., Montreal	Cheese.
Loyola College, Montreal	
Marconi Wireless Telegraph Co. of Canada, Ltd., Montreal	Wireless and Radio Apparatus.
J. L. Mathieu Co., Sherbrooke, Que.	Patent medicines.
Mentholatum Co., Bridgeburg, Ont.	Mentholatum.
McGill University, Montreal	
The Molsons Bank, Montreal	
National Breweries, Limited Dow Brewery, Dawes Brewery, Ekers Brewery, Union Brewery, Montreal Boswells' Brewery, Fox Head Brewery, Quebec	The largest brewing corporation in Canada.
Ocean Mills, Limited, Montreal	Chinese Starch, etc.
St. Lawrence Sugar Refineries, Limited, Montreal	St. Lawrence sugars.
Simonds Canada Saw Co., Ltd., Montreal, Que.	Simonds saws.
Smardon Shoe Co., Ltd., Montreal	Boots & Shoes.
A. J. White & Co., Montreal	Mother Seigel Syrup, etc.

EXPLANATORY

CIRCULATION STATEMENTS.—The circulation statements are, in most cases, given for the year ending December 31st, 1923, exceptions being made for circulations audited by the A.B.C.

Where a detailed statement is given for the full year, accompanied by an affidavit of correctness, the circulation statement is printed in black face type, thus: **Average detailed sworn circulation for year ending Dec. 31st, 1923 ..... 0000**

Where a sworn statement is given for the year, but where the detailed statement is not included, the statement is printed in black face type, thus: **Average sworn circulation for year ending Dec. 31st, 1923 ..... 0000**

Where a satisfactory certified statement for the year is given, but is not sworn to, the circulation statement is printed in the same type as the body of report, thus: Average circulation for year ending December 31st, 1923 0000

Where Audit Bureau of Circulations statements are supplied, the total net paid circulations are printed in heavy type. **These figures exclude subscribers in arrears over six months.**

Where no circulation statement is given, or where it is incomplete, or where it is given for only part of the year, the estimated average circulation for the year, based on our own judgment and on the judgment of other directory publishers, is indicated by the Roman Numeral M preceded by figures which indicate thousands or fractions of thousands; thus 1,500 would be indicated by 1½ M, 750 by ¾ M, etc.

Note A.—Where publications have been issued for less than a full year, we omit the circulation figures and refer to the paragraph thus:—See Note A.

The "Publisher's Statement" following the editorial report of any publication is the publisher's own statement of the merits and claims of his publication, and is paid for by him.

ABBREVIATIONS.—W.—Weekly; S. W.—Semi-Weekly; M.—Monthly; S. M.—Semi-Monthly; F.N.—Fortnightly; Q.—Quarterly. Names of Banks are abbreviated thus: Mtl.—Montreal; Mol.—Molsons; etc.

PRICES.—We have endeavored to give up to date prices for the quantities of advertising space most usually figured on by national advertisers, but our figures must not be considered as final even at the date of publication.

ALBERTA

Area—255,285 square miles, of which 2,300 miles are water.

Population—1921	581,995
Urban population, 1921	183,379
Rural population, 1921	398,616

Principal Cities—

	Population 1921 Census
Calgary	63,305
Edmonton	58,821
Lethbridge	11,097
Medicine Hat	9,634

During 1923 the Province of Alberta has harvested the largest crop of grain in its history—over 160,000,000 bushels of wheat. The largest yields in previous years were 83,000,000 in 1920 and 65,000,000 in 1922. The average yield per acre for 1923 was 30 bushels. Over a period of 13 years the average yield per acre in this Province has been 19½ bushels. This compares with a ten-year average in the State of Minensota of 14 bushels, 16 bushels in Iowa, 11 bushels in South Dakota, 12 bushels in Nebraska and 17 bushels in Montana.

The value of the field crops in 1923 was in excess of $135,000,000 compared with over $71,000,000 in 1922 and $61,400,000 in 1921.

In the production of pure seed grain, Alberta now occupies an undisputed place at the head of all the grain-producing countries of the Continent. At the International Hay and Grain Show in Chicago, during December 1923, Alberta captured 44 prizes in seed grain, which included championships in wheat and oats, first place in field peas and red clover. They include five prizes in wheat, 21 prizes in oats, four prizes in peas, three prizes in other lines.

Co-operative marketing services and official grading of butter and cream have today placed Alberta creamery butter in the markets of the Orient, Great Britain, United States and Eastern Canada. At the Toronto Exhibition in 1923, Alberta creamery butter took all first prizes and a considerable proportion of the other prizes. At other exhibitions throughout Canada the Alberta product was also in the front rank.

Alberta possesses 14 per cent. of the world's coal reserves and 72 per cent. of the British coal reserves, and 87 per cent. of Canada's reserves. This Province has enough coal to supply all of Canada's needs for generations. It has over 300 mines working, producing about 7,000,000 tons a year, with capacity for twice that production.

Natural gas exists in great reservoirs in many parts of Alberta and is now being supplied to the cities of Medicine Hat, Lethbridge, Calgary and Edmonton. Sufficient investigation work has been done to show the existence of large reservoirs of petroleum in Alberta. The immense deposit of tar sands in Northern Alberta offer great possibilities for industrial development.

Deposits of clay and shale provide material for an extensive industry in the manufacture of brick tile. Large timber areas have created a considerable lumber industry.

Up to the end of 1920 about $30,000,000 had been spent in Southern Alberta on the construction of irrigation works. This sum was expended largely by the Canadian Pacific Railway and serves about 900,000 acres.

ACME, pop. 237. District—Calgary. 140 miles south of Edmonton. Railroad—C. P. Bank—Mtl. Nearby Towns—Carstairs 25 miles, Langdon 38 miles. Country adapted for mixed farming and cattle raising. Industries—repair shop, chop mill and lumber yards.

Sentinel. Weekly. Publisher, C. C. Segrave. Est. 1914. Friday. Independent. Subs., $1.00 a year, 8 pages, 5 col., 7½ inches. Circulation - - - - - - No report

AIRDRIE, pop. 160. District—West Calgary. 17 miles north of Calgary. Railroad—C.P. Bank—Union. Nearby towns—Freshfield 6 miles, Helmsdale 5 miles.

Recorder. Weekly. Publishers, Recorder Publ. Co. Est. 1920. Friday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches. Circulation . . . ¼M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

ALIX, pop. 282. District—Red Deer. 80 miles south of Edmonton. Railroads—C. P., C. N. Bank—Union. Nearby Towns—Lacombe 26 miles, Mirror 13 miles. Country adapted for mixed farming, dairying and stock raising. Industries—lumber yards, grain elevators and creamery.

Free Press. Weekly. Publisher, S. C. Andrews. Est. 1909. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols, 19½ inches. Circulation - - No report

ALLIANCE, pop. 246. District—Red Deer. 115 miles southeast of Edmonton, on Battle River. Railroad—C. N., Camrose Alliance branch. Bank—Mtl. Nearby Towns—Galahad 8 miles, Neuchatel 12 miles. Country adapted for mixed farming. Industries—elevators, lumber yards and chop mill.

Times. Weekly. Publisher, John W. Johnston. Est. 1916. Saturday. Independent. Subs., $2.00 a year. 8 pages, 6 cols., 20 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 - - - - - - - - 600**

100"—$30.00. 400"—$120.00—1000"—$300.00.

AMISK, pop. 150. District—Battle River. 130 miles southeast of Edmonton. Railroad—C.P. Nearby towns—Rosyth 7 miles, Hughenden 5 miles. Country adapted for grain growing and mixed farming.

Advocate. Weekly. Publisher, H. W. Betts. Est. 1921. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches.

BANFF, pop. 1,000 District—Calgary, 181 miles southwest of Edmonton, 82 miles west of Calgary, in the heart of the Rocky Mountains. Famous summer and winter health resort. Railroad—C. P. Banks—Mtl., Imp. Nearby Towns—Calgary 80 miles, Cochrane 48 miles, Canmore 12 miles, Lake Louise 31 miles. Country adapted for mining and lumbering. Natural Resources—coal, sulphur hot springs.

Rocky Mountain Courier. Weekly. Publisher, T. G. Jenkyns. Est. 1914. Friday. Independent. Subs. $2.00. 4 pages, 6 cols., 19 inches.

Crag and Canyon. Weekly. Publisher, N. K. Luxton. Est. 1909. Saturday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols., 18 inches.

BASHAW, pop. 433. District—Red Deer. 90 miles southeast of Edmonton. Railroads—C. N., Tofield-Calgary branch. Banks—Union, Mtl. Nearby Towns—Dorenlee 5 miles, Ferintosh 11 miles. Country adapted for mixed farming. Industry—3 elevators and 2 lumber yards, and power plant.

Star. Weekly. Publisher, R. S. Burns. Est. 1915. Thursday. Local. Subscription, $$2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st 1923 448
100"—$25.00. 400"—$100.00. 1000"—$250.00.

BASSANO, pop. 799. District—Medicine Hat. 195 miles southeast of Edmonton. Centre of C. P. R. irrigation belt. Railroad—C. P. Banks—Union, Com. Nearby Towns—Brooks 22 miles, Gleichen 27 miles. Country adapted for mixed farming. Natural Resources—Coal, sand, clay and gravel.

Mail. Weekly. Publisher. L. D. Nesbitt. Est. 1918. Thursday. Independent. Subs., $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . ¾M.

BAWLF, pop. 150. District—Victoria. 67 miles southeast of Edmonton. Railroad—C. P. Bank—Com. Nearby Towns—Daysland 9 miles, Camrose 18 miles. Country adapted for grain growing and dairying. Natural Resources—Coal.

Sun. Weekly. Publisher, A. L. Eastly. Est. 1908. Friday. Independent. Subs., $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . ½M.
1,000 l.—$20.00. 5,000 l.—$100.00. 10,000 l.—$200.00.

BEISEKER, pop. 183. District—Calgary, 31 miles north of Calgary. Railroads—C. P., C. N. Bank—Royal. Nearby Towns—Acme 1 miles, Irricana 8 miles. Country adapted for mixed farming. Industry—Flour mill.

Recorder. Weekly. Publisher, Recorder, 523 Centre St., Calgary. Est. 1920. Thursday. Independent. Subs., $1.50 a year. 8 pages, 7 cols., 21¼ inches.

BIG VALLEY, pop. 1,057. District—Red Deer. 140 miles south of Edmonton. Railroads—C. N., Vegreville-Calgary Branch. Banks—Imp., Royal. Nearby Towns—Scollard 9 miles, Elnora 21 miles. Country adapted for mixed farming. Industries—lumber yards, coal mines and power plant.

Times. Weekly. Publisher, Stewart Fullerton. Est. 1916. Thursday. Independent. Subscription, $2.00 a year. 5 cols., 18 inches. Circulation . . . . . ¼M.

BLAIRMORE, pop. 1,552. District—Macleod. 273 miles southwest of Edmonton, in the Rocky Mountains. Railroad—C. P. Bank—Union. Nearby Towns—Frank, 1½ miles, Coleman 4 miles, Crow's Nest Pass 13 miles. Country adapted for mining and lumbering. Natural Resources—coal, lumber and cement. Distributing point of Crow's Nest Pass coal fields. Industries—lime burning kilns, large cement plant, lumber yards, tobacco factory.

Enterprise. Weekly. Publisher, W. J. Bartlett. Est. 1909. Thursday. Independent. Subscription, $2.00 a year. 12 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 970
100"—$30.00. 400"—$100.00. 1,000"—$250.00

BOW ISLAND, pop. 427. District—Lethbridge, 270 miles southeast of Edmonton. Railroad—C. P. Bank—Union. Nearby Towns — Grassy Lake, 18 miles, Burdett, 8 miles. Country adapted for mining, mixed farming and ranching. Natural Resources—coal mines are in evidence and slightly operated. Natural gas in great quantities operated on a large scale by the Canadian Western Light, Gas, Heat and Power Co., producing nearly 150 million feet every 24 hours. Good public schools, churches, etc. Industries—lumber and stock yards, and elevators.

Review. Weekly. Publisher, W. P. Cotton. Est. 1910. Friday. Independent. Subs., $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . No report

BOWDEN, pop. 222. District—Red Deer. 68 miles north of Calgary on Calgary-Edmonton branch C.P.R. Bank—Union. Nearby Towns—Innisfail 15 miles, Murray 6 miles. Country adapted to mixed farming.

Times. Weekly. No report.

ALBERTA BREAKS ALL PRODUCTION RECORDS

Alberta has Harvested in 1923 the Greatest Crop in her History, and Set a New Record for World Production

The wheat yield this year is between 175,000 and 200,000,000 bushels, or an average of 35 bushels per acre of uniformly high milling grade.

Alberta's crop this year, including wheat, oats, barley, rye, flax, approximates - - $174,500,000

Alfalfa, hay and other fodders, dairy products, wool, game, furs, poultry, horticultural products, hides, pelts, live stock, potatoes and other root crops, and coal ,total approximately - - $221,000,000

a total production from these resources of - - - - - - - - - - - $395,500,000

ALBERTA'S POPULATION is estimated to-day at 650,000, which would give, on the basis of the foregoing production, $600 per head for every man, woman and child in Alberta.

Are you preparing to take advantage of this greatly increased buying power? Alberta people are prosperous — they are good buyers of well advertised products. You can go right into their homes with your message.

THE CALGARY DAILY HERALD
THE ALBERTA FARMER AND WEEKLY HERALD
cover central and southern Alberta like a blanket

Canadian Representatives:
EDGAR J. GUY,
Royal Bank Building,
Toronto, Canada.
C. A. ABRAHAM,
232 St. James Street,
Montreal, Canada.
FRANK E. PAYSON,
528 Winch Building,
Vancouver, B.C.

Representative for British Isles:
F. A. SMYTH,
29 Ludgate Hill,
London, E.C., England.

Ask Any
Recognized Advertising Agency

CALGARY HERALD LIMITED
Calgary - - - - Canada

Member Audit Bureau of Circulations

United States Representative:
HENRY De CLERQUE,
No. 5 So. Wabash Ave.,
Chicago, Ill.
280 Madison Avenue,
New York, N.Y.
55 New Montgomery St.,
Sharon Bldg.,
San Francisco, Calif.
308 San Fernando Bldg.,
Los Angeles, Calif.
514 Leary Bldg.,
Seattle, Wash.

BROOKS, pop. 499. District—Medicine Hat, 220 miles southeast of Edmonton. Railroad—C. P. Banks—Union, Mtl. Nearby Towns—Bassano 29 miles, Cassils 7 miles. Country adapted for farming and ranching. Centre of irrigation section of C. P. R. Natural Resources—coal mines within 20 miles.

Bulletin. Weekly. Publisher, J. H. Nesbitt. Est. 1911. Thursday. Independent. Subs., $2.00 a year. 8 to 12 pages, 6 cols., 20 inches. Circulation . . . . No report

CALGARY, pop. 63,305. District—Calgary. 175 miles south of Edmonton and 840 miles west of Winnipeg. Commercial Metropolis of the Province, in the foothills of the Rocky Mountains, and the largest and most important city between Winnipeg and Vancouver. Distributing point for supplies for the mining districts. Banks—Mtl., N.S., Tor., Com., Dom., Imp., Roy., Stan., Mol., Trust & Guar. Co., Ltd., Union. The city owns and operates its public utilities, all of which are highly profitable. The Municipal Street Railway, operating over 72 miles of railway, has paid from the first day of operation. Calgary has 400 miles of streets, with 161 miles of granolithic sidewalks, 210 miles of sewers and 205 miles of water mains. There are 21 bank branches located in this city. Bank clearings in 1915, $169,758,599; in 1919, $355,-011,589; in 1920, $438,073,277; in 1922, $263,240,201; in 1923, $272,438,886. Another indication of the growth of Calgary is shown by the increase in customs receipts for 1921 as compared with previous years. For 1914-15 the receipts were $907,442.10; in 1915-16 they were $1,076,138.15, and in 1919 they had increased to $1,764,204.82, and for 1921, to $2,100,-199.28; 1922, nine months ending Dec. 31, $1,411,081.84; 1923, nine months ending December 31, $2,123,084.96 With every indication of continued good prices for wheat and cattle Calgary should see a population of 100,000 in a comparatively short time. The Canadian Pacific Railway has its Alberta headquarters in Calgary, and also its "Ogden" carshops, employing over 1,500 men and extending over 480 acres. From the Department of National Resources here are managed its vast interests in farm lands, townsites, coal mines, metalliferous mines, ties and timber, irrigation projects, industrial development, etc. Calgary has 230 industrial establishments, with 8,685 employees, and wages totalling $4,375,609. The city has many fine public and high schools and a Carnegie Library. Industries—Alberta Battery Co., Ltd.; Alberta Box Co., Ltd.; Alberta Flour Mills, Ltd.; Alberta Lumber Co., Ltd.; Blue Label Bottling Co. (Calgary), Ltd.; Bossard, E. P.; Briggs Tannery; Burns, P. & Co., Ltd.; Calgary Artificial Limb Factory; Calgary Brewing & Malting Co., Ltd.; Calgary Iron Works, Ltd.; Calgary Knitting Co.; Calgary Power Co., Ltd.; Calgary Saddlery Co., Ltd.; Calgary Water Power Co., Ltd.; California Cider Co.; Canadian Holt Co., Ltd.; Canadian Western Power & Fuel Co., Ltd.; Central Creameries, Ltd.; Crandell, E. H.; Cushing Bros., Ltd.; Diamond Coal Co., Ltd.; Dickinson, J. H.; Fowler, R. L. & Co., Ltd.; Globe Lumber Co.; Imperial Oil Refinery; Perfection Supply & Manufacturing Co.; Polar Aerated Water Works; Riley & McCormick, Ltd.; Riverside Iron Works, Ltd.; Robin Hood Mills, Ltd.; Rochon's; Southern Alberta Oil Co., Ltd.; Southern Alberta Refineries, Ltd.; Tuxedo Coffee & Spice Mills; Union Packing Co., Ltd.; Western Commercial Co., Ltd.; Western Planing Mills Co., Ltd.; Western Tent and Mattres Co.

Albertan. Daily. Publishers, Albertan Publishing Co., Ltd. Est. 1902. Morning. Independent-liberal. Subs., $8.00 a year; city $13.00. 12 to 30 pages, 7 col., 20 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Forms - 10,949**
1,000 l.—$55.00. 5,000 l.—$275.00. 10,000 l.—$550.00.

Albertan. Weekly. Publishers, Albertan Publishing Co., Ltd. Est. 1902. Wed. Independent-liberal. Sub. $2.00 a year. 8 to 16 pages, 7 col., 20 inches. Circulation - 3½M
1,000 l.—$35.00. 5,000 l.—$175.00. 10,000 l.—$350.00.

CALGARY—(Continued)

Herald. Daily. Publishers, Calgary Herald, Ltd. Est. 1883. Evening. Independent. Subs., $8.00 a year by mail, $13.00 delivered. 16 to 32 pages, 8 col., 22 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form - 24,263**

1,000 1.—$80.00. 5,000 1.—$400.00. 10,000 1.—$800.00.

Alberta's average estimated production for the year 1923 was $900 for every man, woman and child. Take advantage of this greatly increased buying power — Alberta people are good buyers of well-advertised products. You can go right into their homes by using the Calgary Herald and the Alberta Farmer and Weekly Herald. In the city of Calgary itself the Herald has 14,254 circulation. As the total population is 63,117, it may be safely stated that every home where English is read gets the Herald. In addition, 8,494 copies reach the suburbs and towns in radius of 138 miles—The Herald covers Calgary. (Publisher's Statement.)

Alberta Farmer. Weekly. Publishers, Herald Publishing Co., Ltd. Est. 1883. Thursday. Independent-Agricultural. Subs., $1.00 a year. 12 to 24 pages, 8 col., 22 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 14,532**

1,000 1.—$50.00. 5,000 1.—$250.00. 10,000 1.—$500.00.

Eye Opener. Weekly. Publisher, R. C. Edwards Publishing Co., Cameron Block. Est. 1922. Every other week. Subs., $1.50. 7 cols., 2 inches by 19¾ inches.

$1.50 per inch flat.

Market Examiner. Weekly. Publishers, Marshall & Grant. Est. 1917. Friday. Financial and Markets. Subscription, $2.00 a year. 8 pages, 7 col., 20 inches.

Rate: 10c per line agate flat.

Western Weekly Reports. Weekly. Publishers, Burroughs & Co., Ltd. Est. 1911. Saturday. Legal. Subs., $27.00 a year. 36 pages and over, 1 col., 7½ inches.

Westerner. Bi-weekly. Publishers, The Westerner, Ltd. Est. 1911. Every other Tuesday. Finance and Economics. Subscription, $2.00 a year. 16 pages, 3 cols., 9¾ inches.

One page, one time—$60.00.

Farm and Ranch Review. Semi-monthly. Publishers, Farm and Ranch Review, Ltd. Est. 1905. 10th and 25th of month. Agriculture and country home. Subscription, $1.00 a year, 48 to 96 pages, 4 cols., 12⅞ inches. **Total net paid circulation for 6 mos. ending Dec. 31, 1923, as per Publisher's Statement on A.B.C. Form 41,480**

1,000 1.—$350.00. 5,000 1.—$1750.00 10,0001.—$3500.00

U. F. A. Semi-monthly. Publishers, United Farmers of Alta. Est. 1922. 1st and 15th of month. United Farmers. Subscription, $2.00 a year. 20 pages, 3 cols., 10 inches by 2¼ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 22,063**

Rate: 20c per line agate flat.

Alberta Motorist. Monthly, Publisher, Alberta Motorist Publishing Co. Est. 1917. 15th of month. Motoring. Subscription, $2.00 a year. 36 pages, 3 cols., 10 inches by 2 1-3 inches. Circulation . . . . . 4½M.

One page, one time—$50.00.

Can. Traveller and Trade Review. Monthly. Publishers, The United Publishers. Est. 1921. 15th of month. Trade and Commerce. Subscription, $2.00 a year, 28 pages, 3 cols., 10 inches. Circulation . . . . . 2¼M.

One page, one time—$30.00.

Commercial Review. Monthly. Publishers, Western Canada Publishing Co., Ltd. Est. 1905. 15th of month. Trade and finance. Subscription, $2.00 a year. 28 pages, 3 cols., 10 inches by 2¼ inches. Circulation . . . 3M.

One page, one time—$50.00.

CAMROSE, pop. 1,892. District—Victoria. 70 miles south-east of Edmonton. Railroads—C. P., C. N. Banks—Mtl., Mol., Royal. Nearby Towns—Wetaskiwin 28 miles, Daysland 18 miles, Bawlf 10 miles. Country adapted for farming, ranching and mining. Industries—concrete works, elevators, creamery and cheese factory.

Canadian. Weekly. Publishers, Camrose Publishing Co., Ltd. Est. 1908. Thursday. Independent. Subs., $2.00 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 2,200
28c per inch flat.

Victoria Farmer. Weekly. Publisher. V. Zantjer. Est. 1922. Friday. Agricultural. Subscription, $1.00, 4 to 16 pages, 4 cols., 21-6 by 12 inches. Circulation . . ¼M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

CARBON, pop. 312. District—Medicine Hat. 142 miles south of Edmonton. Railroad—C. N. Banks—Mtl., Tor. Nearby Towns—Drumheller 15 miles. Country adapted for farming, ranching and mining.

Chronicle. Weekly. Publisher, W. J. Smith. Est. 1922. Thursday. Mining and farming. Subscription, $2.00 a year. 8 pages, 5 cols., 17 inches. Circulation . . . ¼M.

CARSTAIRS, pop. 328. District—West Calgary. 41 miles north of Calgary, on Calgary-Edmonton branch of C.P.R. Banks—Mtl., Union. Nearby Towns—Didsbury 10 miles, Wesson 7 miles. Country adapted to mixed farming.
News Item. Weekly. No report.

CARDSTON, pop. 1,612. District—Medicine Hat. 300 miles south of Edmonton, near St. Mary's River. Railroad— C. P. Banks—Mtl., Union, Roy., Com., Cardston Loan Co. Colleges, etc.—High School. Nearby Towns—Lethbridge 42 miles, Macleod 40 miles, Magrath 18 miles. Country adapted for wheat growing, dairying and ranching. Natural Resources—coal and stone. Industries—lumber, flour and large roller mills, brick yards, creamery and elevator.

Review. Weekly. Publisher, F. Burton. Est. 1900. Thursday. Independent. Subs., $2.00 a year. 8 pages, 7 cols., 22 inches. Circulation . . . . No report

CARMANGAY, pop. 300. District—Lethbridge. 238 miles south of Edmonton, on Little Bow River. Railroad—C. P. Bank—Com. Nearby Towns—Barons 9 miles, Champion 9 miles. Country adapted for grain growing and dairying. Natural Resources—coal mines and stone quarries. Industries—lumber yards, chop mill and six elevators.

Sun. Weekly. Publisher, L. A. Starck. Est. 1910. Friday. Liberal. Subs., $2.00 a year. 8 pages, 6 cols., 20 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 130**

CARSTAIRS, pop. 328. District—Calgary. 140 miles south of Edmonton. Railroad—C. P. Banks—Mtl., Union. Nearby Towns—Acme 23 miles, Didsbury 9 miles. Country adapted for grain growing and cattle raising. Natural Resources—clay for fine pottery, four elevators and lumber yards.

Journal. Weekly. Publisher, A. S. Lorimer. Est. 1905. Thursday. Independent. Subs., $2.00 a year, 8 pages, 5 cols., 17 inches. Circulation . . . . . No report

CASTOR, pop. 710. District—Red Deer. 129 miles south-east of Edmonton. Railroad—C. P. Banks—Roy., Mtl. Nearby Towns—Coronation 12 miles, Gadsby 22 miles. Country adapted for mixed farming and coal mining. Natural Resources—coal and sandstone. Industries—lumber and brick yards, tannery and three elevators.

CASTOR—(Continued)

Advance. Weekly. Publishers, Advance Publishing Co., Ltd. Est. 1909. Thursday. Independent. Subs., $1.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . No report

CEREAL, pop. 180. District—Medicine Hat, 163 miles southeast of Edmonton. Railroad—C. N. Bank—Union. Country adapted for mixed farming.

Recorder. Weekly. Publishers, Quick Print, Calgary. Est. 1919. Thursday. Independent. Subscription, $1.50. 4 pages, 7 cols., 21½ inches. Circulation . . No report

CHAMPION, pop. 338. District—Macleod. 78 miles southeast of Calgary. Railroad—C. P. Bank—Com. Nearby Towns—Carmangay 11 miles, Vulcan 14 miles. Country adapted for grain growing. Industries—two lumber yards.

Chronicle. Weekly. Publisher, B. N. Woodbine. Est. 1919. Thursday. Independent. Subs., $1.50 a year. 8 pages, 7 cols., 19¾ inches. Circulation . . . No report

CHAUVIN, pop. 219. District—Strathcona. 152 miles southeast of Edmonton. Railroad—C. N. Bank—Mtl. Nearby Towns—Artland 10 miles, Dunn 12 miles. Country adapted for mixed farming.

Chronicle. Weekly. Publisher, Leonard D'Albertanson. Est. 1914. Wednesday. Independent. Subs., $2.00 a year. 8 pages, 5 cols., 16½ inches. Circulation . . . ½M.

CHINOOK, pop. 241. District—Medicine Hat. 190 miles southeast of Edmonton. Railroad—C. N., on Saskatoon-Calgary branch. Bank—Union. Nearby Towns—Cereal 7 miles, Dobson 12 miles. Country adapted for mixed farming. Industries—several lumber yards and grain elevators.

Advance. Weekly. Publisher, Robert Smith. Est. 1914. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . ¼M.

CLARESHOLM, pop. 963. District—Macleod. 240 miles south of Edmonton. Railroad—C. P. Banks—Com., Union. Nearby Towns—Lethbridge 42 miles, Stavely 10 miles, Granum 12 miles. Country adapted for wheat growing and stock raising. Natural Resources—coal. Industries—creameries, lumber yards, machine shop, grist mill, Government Experimental Farm and Agricultural College.

Review-Advertiser. Publisher, F. H. Schooley. Est. 1904. Friday. Independent-Liberal. Subs., $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report

COALDALE, pop. 142. District—Medicine Hat. 10 miles south of Lethbridge. Railroad—C. P. Bank—Stan. Country adapted for mixed farming. Industries—Two elevators and lumber yards.

Times. Weekly. See Lethbridge Canadian Advocate, of which it forms part.

COCHRANE, pop. 268. District—Calgary. 162 miles south of Edmonton, on Bow River. Railroad—C. P. Bank—Union. Nearby Towns—Calgary 22 miles, Radnor 8 miles. Country adapted for farming and ranching. Industries—brick yards, saw mills and creamery.

Advocate. Weekly. Publisher, A. C. Hathaway. Est. 1909. Thursday. Independent. Subs., $2.00 a year. 8 pages, 5 cols., 17½ inches. Circulation . . . . No report

COLEMAN, pop. 1,590. District—Macleod. 100 miles south of Calgary. Railroad—C. P. Bank—Com. Nearby Towns—Frank 10 miles, Blairmore 8 miles. Country adapted for cattle raising and mixed farming. Natural Resources—coal and lumber. Industries—two coal mines.

Journal. Weekly. Publishers, The Coleman Journal. Est. 1921. Thursday. Independent. Sub., $2.00 a year. 8 to 12 pages, 6 cols., 19 inches. Circulation . . ¾M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

CONSORT, pop. 166. District—Red Deer. 220 miles southeast of Edmonton. Railroad—C. P. Bank—Union. Nearby Towns—Coronation 30 miles, Castor 42 miles. Country adapted for mixed farming and stock raising. Industries—4 elevators and stock yard.

Enterprise. Weekly. Publisher, W. A. DeWolfe. Est. 1912. Thursday. Independent. $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ¼M.
100"—$21.00. 400"—$84.00. 1,000"—$200.00.

CORONATION, pop. 645. District—Battle River. 132 miles southeast of Edmonton. Railroad—C. P. Banks—Tor., Mtl. Nearby Towns—Castor 26 miles. Country adapted for mixed farming. Natural Resources—coal and oil. Waterworks and Electric Lighting System. Industries—lumber yards, flour mill, four elevators and creamery.

Review. Weekly. Publisher, W. A. McGillivray. Est. 1911. Thursday. Independent. Subs., $2.00 a year. 8 pages, 6 cols., 20 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 700**

CROSSFIELD, pop. 211. District—Calgary. 150 miles south of Edmonton. Railroad—C. P. Banks—Com., Imp. Nearby Towns—Calgary 29 miles, Olds 27 miles, Airdrie 8 miles. Country adapted for grain growing and mixed farming. Natural Resources—coal. Industries—elevators, machine shop and lumber yards.

Chronicle. Weekly. Publisher, R. Whitfield. Est. 1907. Thursday. Independent. Subs., $1.50 a year. 8 pages, 5 cols., 18 inches.

CZAR, pop. 71. District—Battle River. 176 miles east of Edmonton. Railroad—C. P. Bank—Mtl. Nearby Towns—Hughenden 12 miles, Metiskow 10 miles.

Clipper. Weekly. Publisher, H. W. Betts, Hughenden, Alta. Est. 1920. Wednesday. Independent. Subs., $2.00 a year. 8 pages, 6 cols., 19¾ inches.

DAYSLAND, pop. 441. District—Strathcona. 72 miles southeast of Edmonton. Railroad—C. P. Banks—Mtl., Imp. Nearby Towns—Camrose 26 miles, Strome 10 miles, Bawlf 9 miles. Country adapted for mixed farming. Natural Resources—coal. Industries—creamery, several elevators and machine shop.

Press. Weekly. Publisher, A. L. Eastly. Est. 1907. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols 20 inches. Circulation . . . No report

DELIA, pop. 312. District—Red Deer. 130 miles northeast of Calgary. Railroad—C.N. Banks—Com., Mtl. Nearby Towns—Craigmyle 8 miles, Gartly 12 miles. Country adapted for grain growing and stock raising. Industries—lumber yards, elevators and coal mines.

Times. Weekly. Publishers, C. S. Milligan and Jos. McKibbon. Est. 1919. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 21¾ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . 500**

DIDSBURY, pop. 842. District—Calgary West. 130 miles south of Edmonton. Railroad—C.P. Banks—Roy., Union. Nearby Towns—Olds 10 miles, Carstairs 9 miles. Country adapted for mixed farming. Natural Resources—coal, lumber. Industries—flour and saw mills, electric light plant, laundry, machine shop and creamery.

Pioneer. Weekly. Publisher, F. H. Osmond. Est. 1902. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 18 inches. Circulation . . No report

$2,797 PER FARM IS ALBERTA'S CASH RETURN

Alberta farmers have received no less than $223,814,304 for the products of their farms in 1923 delivered at local country elevator points. That is the official final estimate of the Provincial Department of Agriculture. With 80,000 farms in the Province this means an average return of $2,797 per farm.

Record Yields in 1923 restore average cash return at peak-price years

This average return of $2,797 per farm is actually higher by $78 than the average for the years 1918-19-20, when grain prices were at their peak owing to the war. But Alberta's wheat crop in 1923 was more than double the largest previous wheat crop, and new records were established in yields of oats and barley also.

Reach this potential market through Edmonton's Greatest Newspaper

The Journal reaches more than 40,000 Alberta homes. It maintains its own carrier delivery in 79 towns and villages in Central and Northern Alberta. It is read in practically every English-speaking home in that territory. In the City of Edmonton alone The Journal is delivered by carrier into all but 300 of the 12,500 homes.

EDMONTON JOURNAL

EDMONTON JOURNAL Evening, A.B.C. 22,772. EDMONTON FARM JOURNAL Wednesday, 16,826

Advertising Representatives: E. J. Guy, Toronto; Charles A. Abraham, Montreal; Frank E. Payson, Vancouver; Louis Klebahn, New York; Henry de Clerque, Chicago; Fred. L. Hall, San Francisco and Los Angeles; Frederick A. Smith, London, England.

DRUMHELLER, pop. 2,499. District—Bow River. 148 miles south of Edmonton on Red Deer River. Railroads—C. N. and C. P. Banks—Stan., Mtl., Com. Nearby Towns—Carbon 25 miles, Acme 32 miles. Country adapted for coal mining and farming. Natural Resources—coal, lumber and brick clay. Industries—coal mines, creamery, elevator and lumber yards.

Mail. Weekly. Publisher, G. C. Duncan. Est. 1918. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . 1M. 100"—$30.00. 400"—$92.00. 1,000"—$230.00.

Review. Weekly. Publisher, Charles J. Porritt. Est. 1913. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report

EDMONTON, pop. 58,821. District—Edmonton. Seat of Provincial Legislature, on north branch of Saskatchewan River. Railroads—C. P., C. N. Banks—Com., Dom., Hoch., Imp., Mol., Mtl., N.S., Roy., Tor., Union, Stan. The city owns and operates all its public utilities and has an inexhaustible supply of cheap fuel. More than 800 acres of land has been secured for public parks in all parts of the city. Gateway of the Peace River Country containing 40,000,000 acres of arable land. Natural Resources—Great deposits of gas, iron, tin, lead, oil, gypsum, marl, asphalt and limestone. Colleges, etc.—University of Alberta, Robertson Presbyterian; Oblate Fathers; 3 business colleges, technical school and 35 public schools. Centre of rich agricultural district. Industries—Alberta Brick Co., Ltd.; Alberta Carbon Coal Co., Acme Brick Co.; Alberta Dairy Supplies, Ltd.; Alberta Granite, Marble & Stone Co., Ltd.; Bush Mine Coal Co.; Canadian Bedding Co.; Capital City Box Co., Ltd.; Clark, W. H. & Co.; Clover Bar Coal Co., Ltd.; Crawford, H. H.; Dawson Coal Co., Ltd.; Dominion Bottling Works; Edmonton Brewing & Malting Co., Ltd.; Collieries, Ltd.; Edmonton City Dairy; Edmonton Saddlery Co., Ltd.; Edmonton Tent & Mattress Co., Ltd.; Emery

EDMONTON—(Continued)
Co. (The), Ltd.; Fraser, D. R. & Co., Ltd.; Gillespie Grain Co., Ltd.; Great West Coal Co., Ltd.; Great Western Garment Co., Ltd.; Hayward Lumber Co., Ltd.; Imperial Brass and Iron Foundry, Ltd.; Jackson Bros., Jewellery; Jackson Bros., Machinery; Lakeside Coals, Ltd.; Latta, D. G., Ltd.; Nichols Bros.; North American Collieries, Ltd.; Northwest Biscuit Co., Ltd.; Northwest Granite & Marble Co.; Pioneer Vinegar Co.; Rendall, Ltd.; Tofield Coal Co.; Trudel Fur Mfg. Co., Ltd.; Western Foundry & Machine Co., Ltd.; Western Spruce Mills, Ltd.; Woodland Dairy Co.

Bulletin. Daily. Publishers, Bulletin Co., Ltd. Est. 1880. Morning except Sunday. Liberal. Subscription, mail $8.00; by carrier, $13.00 a year. 12 to 20 pages, 8 cols., 22 inches. **Total net paid circulation for 6 months ending Sept. 30, 1923, as per Publisher's Statement on A.B.C. Form 4,136**
Saturday 5,159
1,000 1.—$50.00. 5,000 1.—$250.00. 10,000 1.—$500.00.

Journal. Daily. Publishers, Edmonton Journal, Ltd. Est. 1903. Evening. Independent. Subscription, $13.00 in city, $8.00 in country. 20 to 50 pages, 8 cols., 21½ inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 21,612**
Saturday Circulation 26,752
1,000 1.—$70.00. 5,000 1.—$350.00. 10,000 1.—$700.00.

The Journal's circulation in the City of Edmonton is now three times that of the other papers in the field, morning and evening combined. An advertiser is guaranteed a circulation in excess of 25,000 on Wednesdays and Saturdays when the Journal's semi-weekly is distributed. Ask for the analysis of our City and Country circulation. (Publisher's Statement.)

Journal Farm Weekly. Weekly. Publishers, Edmonton Journal, Ltd. Est. 1923. Wednesday. Agriculture. 16 pages, 8 cols., 21½ inches. **Detailed average sworn circulation for year ending Dec. 31st, 1923 . . . . 17,849**
1,000 1.—$40.00. 5,000 1.—$200.00. 10,000 1.—$400.00.

Alberta Labor News. Weekly. Publishers, Henry J. Roche. Est. 1919. Saturday. Labor. Subscription, $2.00 a year, 8 pages, 7 cols., 20 inches.
1,000 1.—$50.00. 5,000 1.—$250.00. 10,000 1.—$500.00.

Gateway. Weekly. Publishers Students Union of the University of Alberta. Published weekly for 20 weeks of College term.

Union (French). Weekly. Publisher, P. Feguenne. Est. 1917. French Interests. Thursday. Subscription, $2.00 a year. 8 pages, 7 cols., 23 inches. Average circulation for year ending Dec. 31st, 1923 3,000
100"—$50.00.

There are over 50,000 French-Canadian families in Alberta, and they center largely around Edmonton. L'Union is their organ and inspiration, and advertisements in it have the double appeal of business and sentiment. Our readers comprise successful merchants and professional men as well as thriving farmers and their families. No Advertising Campaign is complete unless you use L'Union, and our prices are reasonable. (Publisher's Statement.)

Western Catholic. Weekly. Publishers, Great Western Press, Ltd. Est. 1921. Thursday. Roman Catholic. Subscription, $2.00 a year. 6 cols., 14¾ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . 2,000**

Alberta Official Gazette. Semi-monthly. Publishers, Alberta Provincial Government. Est. 1905. 15th and last day of month. Official information. Subscription, $2.00 a year. 64 pages and more, 1 col., 6½ inches.

Agricultural Alberta. Absorbed by Journal Farm Weekly.

Alberta Teachers' Alliance Magazine. Monthly. Publisher, J. W. Barnett, 10701 University Ave. Est. 1920. Organ of A. T. A.
One page, one time—$30.00.

EDMONTON—(Continued)

Alberta Oddfellow. Monthly. Publisher, W. G. Walford. Est. 1914. 20th of month. I.O.O.F. Subscription, $1.00 a year. 16 pages, 3 cols., 10 inches. Circulation . 1¼M. One page, one time—$21.00.

Good Roads Magazine. Monthly. Publishers, Metropolitan Printing Co., Ltd. Est. 1923. Good roads and motoring. Subs., $2.00 a year. 32 pages, 2 cols., 9 inches.

EDMONTON SOUTH, Suburb of Edmonton.

News-Advertiser. Weekly. Publishers, Pioneer Press Est. 1914. Thursday. 4 to 8 pages, 4 cols., 16 inches. Free distribution. Average circulation for year ending Dec. 31st, 1923 2,100

ELNORA, pop. 250. District—Red Deer. 108 miles south of Edmonton. Railroad—C. N. Bank—Union. Nearby Towns—Huxley 6 miles, Lakeview 8 miles. Country adapted for mixed farming.

Advance. Weekly. Publishers, W. C. L. Watson at Trochu. Est. 1918. Thursday. Independent. Subscription, $1.00 a year. 6 cols., 18½ inches.

EMPRESS, pop. 394. District—Medicine Hat. 168 miles southeast of Edmonton, between the Red Deer and South Saskatchewan Rivers. Railroad—C. P. Banks—Union, Com. Nearby Towns—Consort 5 miles, Sounding Lake 10 miles. Country adapted for mixed farming.

Express. Weekly. Publishers, Sexton & Hankin. Est 1913. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . ½M.

ERSKINE, pop. 198. District—Red Deer, 91 miles southeast of Edmonton. Railroad—C. P. Bank—Roy. Nearby Towns—Stettler 8 miles, Warden 10 miles, Alix 16 miles. Country adapted for mixed farming. Industries—lumber yards and two grain elevators.

Times. Weekly. Publisher, Erskine Times. Est. 1922. Friday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . No report

FORESTBURG, pop. 181. District—Red Deer. 91 miles southeast of Edmonton. Railroad—Camrose-Alliance Br. C. N. Bank—Mtl. Nearby Towns—Heisler 11 miles, Hastings 12 miles. Country adapted for mixed farming. Industries—lumber yards and elevator.

Home News. Weekly. Publisher, R. M. Whylock. Est. 1920. Thursday. Independent. 8 pages, 5 cols., 18 inches.

FORT SASKATCHEWAN, pop. 982. District—Strathcona. 18 miles northeast of Edmonton, on the Saskatchewan River. Railroad—C. N. Banks—Union, Stan. Country adapted for mixed farming. Natural Resources—coal, lumber. Industries—flour mills, four elevators.

Record. Weekly. Publisher, H. Oxley. Est. 1922. Thursday. Independent. Subscription, $1.50 a year. 8 page, 5 cols., 18 inches. Average circulation for year ending Dec. 31st, 1923 650

100"—$30.00. 400"—$100.00. 1,000"—$250.00.

GLEICHEN, pop. 668. District—Bow River. 188 miles southeast of Edmonton, in the irrigation belt. Railroad—C. P. Banks—Com., Roy. Nearby Towns—Strathcona 23 miles, Bassano 35 miles. Country adapted for grain growing, mixed farming, ranching and coal mining. Industries—sawmill, lumber yards, cold storage plant and 6 elevators.

Call. Weekly. Publisher, W. P. Evans. Est. 1907. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches.

GRAND PRAIRIE, pop. 1,061. Dist—Edmonton West. About 320 miles northwest of Edmonton, on Bear River. Railroad—E. D. & B. C. R. Banks—Union, Roy., Com., Mtl., Imp. Distributing centre for Grande Prairie points. Country adapted for mixed farming and ranching. Industries—creamery, elevator, sash and door factory.

Herald. Weekly. Publishers, Grande Prairie Herald Co. Est. 1913. Tuesday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches.

HANNA, pop. 1,364. District—Bow River. Railroad—C. N., Saskatoon-Calgary branch. Banks—Com., Union. Country adapted for mixed farming, coal mining, dairying, and ranching. Industries—5 lumber yards, flour mill, creamery and 5 elevators.

Herald. Weekly. Publisher, H. G. McCrea. Est. 1912. Thursday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 7 cols., 20½ inches. Circulation . . . 1M.
100"—$28.00. 400"—$112.00. 1,000"—$280.00.

HARDISTY, pop. 517. District—Battle River. 125 miles southeast of Edmonton, on the Battle River. Railroad—C P. Bank—Com. Nearby Towns—Lougheed 11 miles, Sedgewick 18 miles, Amisk 12, Hughenden 24. Country adapted for mixed farming, dairying and stock raising. Natural Resources—brick clay and coal deposits nearby. Industries—lumber yards. Roundhouse and divisional point, C. P. R.

World. Weekly. Publisher, W. J. Whitehouse. Est. 1924. Thursday. Independent. Subscription $2.00 a year. 10 pages, 5 cols., 18¼ inches. Circulation . No report

HIGH RIVER, pop. 1,198. District—Macleod. 208 miles south of Edmonton. Railroad—C. P., Macleod branch. Banks—Mtl., Com., Dom., Roy., Union. Colleges, etc.—High School. Nearby Towns—Okotoks 13 miles, Cayley 9 miles, Nanton 13 miles. Country adapted for wheat growing, ranching and mixed farming. Natural Resources—gas, coal, stone and lumber. Industries—chop, saw and planing mills, creamery, five elevators, machine and welding shop.

Times. Weekly. Publisher, Charles Clark. Est. 1905. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . 1¼M.
100"—$30.00. 400"—$112.00. 1,000"—$280.00.

HOLDEN, pop. 192. District—Victoria. 60 miles southeast of Edmonton. Railroad—C. N. Bank—Roy. Nearby Towns—Bruce 8 miles, Ryley 6 miles, Viking 21 miles. Country adapted for grain growing and ranching. Industries—saw mills, machine shop and lumber yards.

Herald. Weekly. Publishers, Holden Herald Co. Est. 1910. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols, 17 inches. Circulation . . No report

HUGHENDEN, pop. 173. District—Battle River, 150 miles southeast of Edmonton. Railroad—C. P. Bank—Mtl. Nearby Towns—Hardisty 19 miles, Amisk 6 miles, Czar 10 miles. Country adapted for mixed farming and stock raising. Industries—lumber yards, chopping mill, creameries.

Hughenden Record. Weekly. Publisher, H. W. Betts. Est. 1916. Thursday. Independent. Subscription, $1.50 a year . 8 pages, 6 cols., 19¾ inches. Circulation . ½M.
Also publishes Amisk Advocate and Czar Clipper.

INNISFAIL, pop. 941. District—Red Deer. 100 miles south of Edmonton. Railroad—C. P. Banks—Com., Union. Colleges, etc.—High School. Nearby Towns—Olds 19 miles, Red Deer 18 miles. Country adapted for mixed farming, dairying and market gardening. Natural Resources—coal, sandstone. Industries—creamery, brick yard and machine shop. Municipally-owned electric light and power.

INNISFAIL—(Continued)

Province. Weekly. Publisher, R. B. Dillingham. Est. 1906. Friday. Independent. Subscription, $2.00 a year. 10 to 12 pages, 6 cols. 19¾ inches. Average circulation for year ending Dec. 31st, 1923 825

IRMA, pop. 157. District—Battle River. 110 miles southeast of Edmonton. Railroad—C. N., Winnipeg-Edmonton Line. Bank—Mtl. Nearby Towns—Wainwright 19 miles, Jarrow 7 miles. Country adapted for grain growing and mixed farming. Natural Resources—oil and gas. Industries—machine shop and three elevators.

Times. Weekly. Publisher, H. G. Thunell. Est. 1917. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ¾M.
100"—$45.00. 400"—$160.00. 1,000"—$300.00.

KILLAM, pop. 394. District—Victoria. 80 miles southeast of Edmonton. Railroad—C. P. Bank—Mtl. Nearby Towns—Strome 10 miles, Daysland 19 miles, Sedgewick 8 miles. Country adapted for grain growing, mixed farming and cattle raising. Industries—lumber yards, chop mill, 4 grain elevators, automobile repair shop and vulcanizing plant.

News. Weekly. Publisher, A. L. Eastly. Est. 1911. Thursday. Independent. Subscription, $2.00 a year. 6 pages, 6 cols., 19¾ inches. Circulation . . No report

LACOMBE, pop. 1,133. District—Red Deer. 73 miles south of Edmonton, on Blindman River. Railroad—C. P. Banks—Mtl., Union, Roy. Nearby Towns—Red Deer 19 miles, Alix 22 miles, Ponoka 15 miles. Country adapted for farming, ranching and dairying. Industries—Government Experimental Farm, creameries, cheese factories, foundry, machine shop, flour and chop mills, lumber and brick yards.

Western Globe. Weekly. Publisher, Chas. B. Halpin. Est. 1904. Thursday. Independent-Conservative. Subs., $2.00 a year, 8 pages, 7 cols., 22 inches. Circulation . 1M.

LAMONT, pop. 419. District—Victoria. 45 miles northeast of Edmonton. Railroad—C. N. Banks—Mtl., Stan. Nearby Towns—Bruederheim 10 miles, Chipman 12 miles. Country adapted for farming. Industries—lumber yards, flour mill, elevator.

Tribune. Weekly. Publisher. A. E. Larkins. Est. 1922. Thursday. Independent. Subscription, $1.50 a year, 8 pages, 5 cols., 17½ inches. Circulation . . . ½M.
100"—$30.00. 400"—$100.00. 1,000"—$250.00.

LEDUC, pop. 756. District—Strathcona, 20 miles south of Edmonton, on Leduc Lake. Railroad—C. P. Banks—Mtl., Union. Nearby Towns—Millet 9 miles, Wetaskiwin 19 miles, Strathcona 18 miles. Country adapted for wheat growing and farming. Industries—3 grain elevators, flour and planing mills, 4 creameries and lumber yards.

Representative. Weekly. Publisher, A. R. Ennis. Est. 1907. Friday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 19 inches. Circulation . . . . ½M.

LETHBRIDGE, pop. 11,097. District—Lethbridge. 145 miles south of Calgary, in the heart of a rich farming and mining district. Railroad—Divisional headquarters of C. P. Banks—Com., Mtl., N.S., Union, Roy. Stan. Nearby Towns—Macleod 30 miles, Medicine Hat 100 miles, Carmangay 34 miles, Raymond 19 miles. Colleges, etc.—public and separate schools, convent and business college. Country adapted for wheat growing, mixed farming, ranching, sugar beet growing and mining. Municipally-owned utilities. Dominion Experimental Farm, Divisional Headquarters of R.C.M.P., Dominion Customs and Dominion Land Offices located here. Natural Resources—coal and natural gas. Four large coal mines employ over 1,650 men. Industries—Alberta Saddlery Co., Ltd.; Becker Lumber Co.; Chinook Coal Co., Ltd.; Citizens Lumber Co.; Ellison Milling and Elevator Co., Ltd.; Federal Coals, Ltd.; Lethbridge Breweries, Ltd.;

LETHBRIDGE—(Continued)
Lethbridge Coal Co., Ltd.; Lethbridge Iron Works Co., Ltd.; Lethbridge Laundry Co., Ltd.; Niven Bros., machine shop; Pioneer Lumber Co., Ltd.; Scott Fruit Co., Ltd.; Stacey Lumber Co., Ltd.; Summit Lime Works.

Herald. Daily. Publishers, The Lethbridge Herald Printing Co., Ltd. Est. 1907. Evening. Independent. Subs., $8.00 a year. 12 to 28 pages, 7 cols., 20 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . . 6,220**

1,000 l.—$25.00. 5,000 l.—$125.00. 10,000 l.—$250.00.

Alone in its field, The Herald, Daily and Weekly, enables advertisers to cover the Southern Alberta and Eastern B.C. market thoroughly. In a word, "The Herald Serves The South." A rich and productive field for national advertisers. C. A. Abraham, Special Eastern Representative, 232 St. James street, Montreal. (Publisher's Statement.)

Herald. Weekly. Publishers, Herald Printing Co., Ltd. Est. 1905. Wednesday. Independent. Subs., $1.50 a year. 16 pages, 7 cols., 20 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,448**

1,000 l.—$12.50. 5,000 l.—$62.50.

Canadian Advocate. Weekly. Publishers, Times Advocate Publishing Co. Est. 1911. Friday. Independent. Subscription, $2.00 a year. 8 to 16 pages, 7 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 . 2,801
Comprises also Magrath Times and Coaldale Times.

Irrigation Review. Monthly. Publishers, West Canadian Irrigation Assn. Est. 1920. 1st of month. Irrigation Development. Subscription, $1.00 a year. 20 to 24 pages, 2 cols., 7½ by 2¼ inches. Circulation . . . . . 3½M.
One page, one time—$25.00.

LOMOND, pop. 194. District—Bow River. 223 miles south of Edmonton. Railroad—C. P. Bank—Stan. Nearby Towns —Travers 12 miles. Country adapted for farming.

Press. Weekly. Publisher, R. L. King. Est. 1916. Friday. Independent. Subscription, $1.00 a year. 6 to 14 pages, 4 cols., 13 inches. Circulation . . . . ¼M.

100"—$15.00. 400"—$60.00. 1,000"—$150.00.

MACLEOD, pop. 1,723. District—Macleod. 108 miles south of Calgary. Railroad—C. P. Banks—Com., Union, Mtl. Colleges, etc.—High School and Business College. Nearby Towns—Granum 10 miles, Claresholm 22 miles, Lethbridge 30 miles. Country adapted for farming, cattle raising and coal mining. Large deposits of bituminous and anthracite coal, building stone and brick clay are to be found in surrounding district. Industries—flour mills, iron works, steam laundry, brick, soap and woodworking factories, repair shops and creamery. Municipally-owned electric light and power.

Times and Weekly News. Weekly. Publisher, C. J. Dillingham. Est. 1920. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 8 cols., 22¾ inches. Circulation . . . . . 1¼M.

100"—$25.00. 400"—$100.00. 1,000"—$250.00.

MAGRATH, pop. 1,069. District—Lethbridge. 130 miles southeast of Calgary. Railroad—C. P. Banks—Mtl., Roy. Nearby Towns—Welling 7 miles, Bradshaw 9 miles. Country adapted for mixed farming. Industries—lumber yard and elevator.

Times. Weekly. See Canadian Advocate, Lethbridge, Alta.

MANNVILLE, pop. 275. District—Battle River, 120 miles east of Edmonton. Railroad—C. N. Banks—Mtl., Com Nearby Towns—Vermilion 15 miles, Claysmore 7 miles, Minburn 7 miles. Country adapted for grain growing and stock raising. Industries—several lumber yards, flour and chop mill and grain elevator.

MANNVILLE—(Continued)

News Weekly. Publisher H .T. Taylor. Est. 1923. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . ½M.

100"—$25.00. 400"—$80.00. 1,000"—180.00.

MEDICINE HAT, pop. 9,634. District—Medicine Hat, 273 miles southeast of Edmonton, on the South Saskatchewan River. Railroad—C. P. Banks—Mtl., Com., Union, Roy., Dom. Colleges, etc.—High School, Southern Alberta Business College. Nearby Towns—Calgary 170 miles, Lethbridge 105 miles. Country adapted for general farming, coal mining and stock raising. Natural Resources—clay, coal, sandstone and natural gas. Industries—Ajax Coal and Mining Co., Ltd.; Alberta Clay Products Co., Ltd.; Alberta Foundry & Machine Co., Ltd.; Alberta Linseed Oil Milling Co., Ltd.; Beaver Lumber Co., Ltd.; Crystal Dairy, Ltd.; Gas City Brick Co., Ltd.; Gas City Planing Mills; Lake of the Woods Milling Co., Ltd.; Lean Lumber Co., Ltd.; Medalta Stoneware Co., Ltd.; Medicine Hat Brewing Co., Ltd.; Medicine Hat Ice Co.; Medicine Hat Pump & Brass Manufacturing Co., Ltd.; Ogilvie Flour Mills Co., Ltd.; Preston Planing Mill; Revelstoke Saw Mill Co., Ltd.; Standard Bottling Works Co., Ltd.; J. H. Tabor Candy Co., Ltd.

News. Daily. Publishers, Medicine Hat News, Ltd. Est. 1910. Evening. Liberal. Mail subs., $6.00 a year. 8 to 20 pages, 7 cols., 20½ inches. **Total net paid circulation for 6 months ending March 31, 1924, as per Publisher's Statement on A.B.C. Form 2,038**

1,000 l.—$15.00. 5,000 l.—$75.00. 5,000 l.—$150.00.

News. Weekly. Publishers, Medicine Hat News, Ltd. Est. 1883. Thursday. Liberal. Subscription, $1.50 a year. 8 to 12 pages, 7 cols., 20½ inches. **Average detailed sworn circulation for the year ending Dec. 31st, 1923 . . 1,336**

1,000 l.—$15.00. 5,000 l.—$75.00. 5,000 l.—$150.00.

MIRROR, pop. 381. District—Red Deer. 100 miles south of Edmonton. Railroad—C. N. Bank—Roy. Nearby Towns—Bashaw 14 miles, Alix 8 miles, Ponoka 28 miles. Country adapted for mixed farming and stock raising.

Journal. Weekly. Publisher, W. J. Good. Est. 1911. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols, 19¾ inches. Circulation . . No report

MONITOR, pop. 149. District—Battle River. 170 miles southeast of Edmonton. Bank—Com. Nearby Towns—Consort 13 miles, Kirriemuir 16 miles. Country adapted for mixed farming. Industries—lumber yards and five elevators, oil .

Enterprise. Weekly. Publisher W. D. De Wolfe. Est. 1915. Friday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . No report

NANTON, pop. 710. District—Macleod. 220 miles south of Edmonton. Railroad—C. P. Bank—Com. Nearby Towns—Cayley 7 miles, Stavely 17 miles, Parkland 9 miles. Country adapted for wheat growing, dairying and ranching. Industries—lumber yards and natural gas works.

News. Weekly. Publisher, Jessup & Jessup. Est. 1903. Thursday. Independent-liberal. Subs., $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 550

100"—$36.00. 400"—$88.00. 1,000"—$200.00.

OKOTOKS, pop. 448. District—Macleod. 192 miles south of Edmonton. Railroad—C. P. Banks—Mtl., Union. Nearby Towns—Calgary 26 miles, High River 14 miles. Country adapted for mixed farming. Natural Resources—coal, sandstone. Industries—flour and planing mills, brick yards, sash and door factory, and electric light plant.

OKOTOKS—(Continued)

Review. Weekly. Publisher, S. R. Hodson. Est. 1901. Friday. Independent. Subscription, $1.00 a year. 4 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 500
100"—$15.00. 400"—$60.00. 1,000"—$120.00.

OLDS, pop. 764. District—Red Deer. 57 miles north of Calgary. Railroad—C. P. Banks—Com., Mtl. Nearby Towns—Didsbury 10 miles, Bowden 9 miles. Country adapted for dairying, mixed farming an dstock raising. Industries—woodworking factory, grist mill and creameries. Government demonstration farm and School of Agriculture.

Gazette. Weekly. Publishers, Gazette Publishing Co. Est. 1920. Friday. Independent. Subscription, $2.00 a year. 4 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,000
100"—$28.00. 400"—$112.00. 1,000"—$280.00.

OYEN, pop. 390. District—Medicine Hat. 210 miles southeast of Edmonton. Railroad—C. N., Saskatoon-Calgary Branch. Bank — Tor. Nearby Towns — Cereal, 6 miles, Chinook 22 miles. Country adapted for mixed farming and stock raising. Industries—several lumber yards.

News. Weekly. Publisher, C. L. Dunford. Est. 1914. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 19¾ inches. Circulation . . . . . ½M.
100"—$30.00. 400"—$100.00. 1,000"—$250.00.

PEACE RIVER, pop. 980. District—West Edmonton, at junction of Peace and Smoky Rivers. Chief shipping point to Fort Norman and far North. 320 miles northwest of Edmonton. Railroads—E. D. & B. C. Banks—Com., Roy. Headquarters for Hudson's Bay transport service and Alberta and Arctic Transport, extending 2,500 miles north. Country adapted for lumbering, dairying, grain growing and coal mining. Industries—saw mills, creamery, aerated water, brick and lime works, and three river steamboat lines.

Record. Weekly. Publishers, Record Printing Co., Ltd. Est. 1914. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 21¾ inches. Circulation . 2¼M.
100"—$42.00. 400"—$168.00. 1,000"—$420.00.

PINCHER CREEK, pop. 888. District—Macleod. 276 miles south of Edmonton. Railroad—C. P., Crow's Nest branch. Banks—Com., Union, Colleges, etc.—High School. Nearby Towns—Pincher 3 miles, Cowley 12 miles. Country adapted for general farming. Natural Resources—coal and iron. Industries—coal mine, machine shop, lumber yards.

Echo. Weekly. Publisher, A. H. Derrett. Est. 1900. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . No report

PONOKA, pop. 1,594. District—Strathcona. 60 miles south of Edmonton. Railroad—C. P. Banks—Com., Mtl. Colleges, etc.—High School. Nearby Towns—Lacombe 20 miles, Morningside 8 miles. Country adapted for mixed farming, dairying, ranching and lumbering. Natural Resources—lumber, lake fish. Industries—creamery, lumber yards.

Herald. Weekly. Publisher, Geo. Gordon. Est. 1900. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,000**
100"—$25.00. 400"—$80.00. 1,000"—$180.00.

PROVOST, pop. 465. District—Battle River. 150 miles southeast of Edmonton. Railroad—C. P. Banks—Com., Mtl. Nearby Towns—Hayter 6 miles, Cadogan 9 miles. $20,000 school. Country adapted for wheat growing and mixed farming. Industries—lumber yards and chop mill.

News. Weekly. Publisher, Will D. Mackay. Est. 1917. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 18½ inches. Circulation . . No report

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MONTREAL TORONTO LONDON WINDSOR

RAYMOND, pop. 1,394. District—Lethbridge. 280 miles south of Edmonton. Railroad—C. P. Banks—Mtl., Stan. Nearby Towns—Stirling 4 miles, New Dayton 13 miles. Country adapted for mixed farming, ranching and sugar beet growing. Industries—elevators, and lumber yards.

Recorder. Weekly. Publisher, D. C. Peterson. Est. 1917. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches.

REDCLIFF, pop. 1,137. District—Medicine Hat. 268 miles southeast of Edmonton, on the South Saskatchewan River. Railroad—C. P. Bank—Imp. Nearby Towns—Medicine Hat 6 miles. Country adapted for general farming and stock raising. Natural Resources—brick, clay, coal, sandstone and natural gas. Industries—ornamental iron works, large greenhouse, glass and motor works, three brick plants, planing and rolling mills.

Review. Weekly. Publisher, Ed. I. Stone. Est. 1911. Thursday. Independent. Subscription $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 500

100"—$22.00. 400"—$80.00. 1,000"—$200.00.

RED DEER, pop. 2,328. District—Red Deer, 98 miles south of Edmonton, on the Red River. Railroads—C. P., C. N. Banks—Com., Imp., Roy., Mtl. Colleges, etc.—High School, St. Joseph's Convent School, Hospital. Nearby Towns—Penhold 8 miles, Innisfail 19 miles, Lacombe 16 miles. Country adapted for mixed farming, dairying and stock raising. Natural Resources—coal, stone, lumber and clay. Industries—Central Alta. Farmers' Co-op. Marketing Assn.; Jarvis Goody Harness Co., Ltd.; Phoenix Lumber Co.; Red Deer Dairy Products, Ltd.; Red Deer Creamery; Red Deer Iron Works; Atlas Lumber Co.; Red Deer Tent and Mattress Co.; H. W. Wilson Lumber Co.

RED DEER—(Continued)

Advocate. Weekly. Publishers, Red Deer Advocate, Ltd. Est. 1901. Friday. Independent. Subscription $2.00 a year. 8 to 12 pages, 7 cols., 21¾ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . 1,660**
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

News. Weekly. Publisher, John A. Carswell. Est. 1905. Wednesday. Independent-Conservative. Subscription, $2.00 a year. 8 to 12 pages, 7 cols., 21¾ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . 1,584**

ROCKY MOUNTAIN HOUSE, pop. 375. District—Red Deer. 103 miles southeast of Edmonton. Railroads—C. P., C. N. Bank—Imp. Country adapted for stock raising, farming and lumbering. Industries—creamery and lumber yard.

Mountaineer. Weekly. Publisher, Norman T. J. Frost. Est. 1921. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . 1½M.
100"—$30.00. 400"—$100.00. 1,000"—$250.00.

ROSEBUD, pop. 130. District—Bow River. 159 miles south of Edmonton. Railroad—C. N. Bank—Com. Nearby Towns—Redland 4 miles, Beynon 11 miles.

Recorder. Weekly. Publisher, Quick Print Co. Est. 1920. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 7 cols., 21½ inches. Circulation . . No report

RYLEY, pop. 242. District—Victoria, 48 miles southeast of Edmonton. Railroad—C. N. Bank—Roy. Nearby Towns—Dodds 8 miles, Poe 6 miles. Country adapted for mixed farming.

Times. Weekly. Publisher, L. H. Archer. Est. 1919. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 6 cols., 18¼ inches. Circulation . . No report

ST. PAUL DE METIS, pop. 869. District—Battle River. 95 miles northeast of Edmonton. Railroad—C. N. Banks—Hoch., Com. Nearby Towns—St. Edouard 7 miles, Cork 15 miles. Country adapted for mixed farming. Natural Resources—lumber. Industries—grain elevator, lumber and flour mills.

St. Paul Star. Weekly. Publisher, J. E. Buchanan. Est. 1921. Wednesday. Independent. Subscription, $1.00 a year. 4 to 6 pages, 4 cols., 13 inches. Circulation . ¼M.

SEDGEWICK, pop. 397. District—Victoria. 91 miles southeast of Edmonton. Railroad—C. P. Bank — Mtl. Judicial centre. Nearby Towns—Killam 8 miles, Lougheed 7 miles, Strome 19 miles. Country adapted for wheat growing, dairying and mixed farming. Natural Resources—coal. Industries—elevators, co-operative creamery, lumber yards and metal works.

Sentinel. Weekly. Publisher, A. L. Eastly. Est. 1908. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . ½M.
100"—$28.00. 400" $112.00. 1,000"—$280.00.

Also publishes Bawlf Sun, Killam News and Daysland Press.

STANDARD, pop. 150. District—Bow River, 89 miles south of Edmonton. Railroad—C. P. Bank—Union. Nearby Towns—Tudor 15 miles, Chancellor 8 miles. Country adapted for grain growing and ranching.

Enterprise. Weekly. Publisher, Quick Print Co. Est. 1919. Friday. Independent. Subscription, $2.00 a year. 4 pages, 6 cols., 19 inches.

STAVELY, pop. 292. District—Macleod. 74 miles south of Calgary. Railroad—C. P. Bank—Com. Nearby Towns—Claresholm 9 miles, Parkland 7 miles. Country adapted for wheat growing and ranching. Industries—lumber yards.

STAVELY—(Continued)

Advertiser. Weekly. Publisher, L. C. Newson. Est. 1915. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . No report

STETTLER, pop. 1,416. District—Red Deer. 92 miles southeast of Edmonton. Railroads—C. P., C. N. Banks—Tor., Mtl., Roy. Colleges, etc.—High School. Nearby Towns—Erskine 8 miles, Gadsby 11 miles, Warren 9 miles. Country adapted for wheat growing, mixed farming, coal mining and dairying. Natural Resources—coal, brick clay, sand and gravel. Industries—flour and chopping mills, creamery, bottling works, elevators and lumber yards.

Independent. Weekly. Publisher, Chas. L. Wills. Est. 1906. Thursday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 7 cols, 19¾ inches. Circulation . .1¼M.

STONY PLAIN, pop. 360. District—West Edmonton. 22 miles west of Edmonton. Railroad—C.N. Banks—Com., Mtl. Country adapted for farming and lumbering. Industries—planing, lumber and chop mills.

Sun. Weekly. Publisher, F. Cormack. Est. 1920. Thursday. Independent. Subscription, $1.50. 8 pages, 5 cols., 18 inches.

STRATHMORE, pop. 584. District—East Calgary. 177 miles south of Edmonton. Railroad—C. P. Bank—Union. Nearby Towns—Calgary 35 miles, Gleichen 24 miles. Country adapted for mixed farming and grain growing. Headquarters Canadian Pacific Irrigation Department, Western Section. Industries—lumber yards and C. P. R. supply farm.

Standard. Weekly. Publisher, John Mackenzie. Est. 1909. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols, 20 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . 955**
100"—$30.00. 400"—$112.00. 1,000"—$250.00.

STROME, pop.240. District—Victoria. 105 miles southeast of Edmonton. Railroad—C. P. Bank—Mtl. Nearby Towns—Killam 9 miles, Daysland 10 miles. Country adapted for general farming, grain growing and coal mining. Natural Resources—large lignite coal mines in immediate vicinity. Industries—chop and flour mills, lumber yards and elevators.

Despatch. Weekly. Publisher, W. F. Johnston. Est. 1910. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols, 20 inches. Circulation . . No report

SYLVAN LAKE, pop. 180. District—Red Deer. 90 miles south of Edmonton. Railroads—C. P., C. N. Bank—Imp. Nearby Towns—Red Deer 17 miles, Eckville 11 miles. Country adapted for grain growing and mixed farming.

World. Weekly. Publisher, W. D. Mackay. Est. 1922. Thursday. Independent. Subs., $2.00 a year. 8 pages, 5 cols., 20 inches. Circulation . . . . . ¼M.
100"—$15.00. 400"—$48.00. 1,000"—$120.00.

TABER, pop. 1,705. District—Lethbridge. 276 miles south of Edmonton. Railroad—C. P. Banks—Com., Roy. Nearby Towns—Lethbridge 36 miles, Grassy Lake 16 miles, Elcan 4 miles. Country adapted for mixed farming, ranching and mining. Natural Resources—coal and gas. Industries—several large collieries.

Times. Weekly. Publisher, T. W. Green. Est. 1911. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ½M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

THREE HILLS, pop. 471. District—Bow River. 132 miles south of Edmonton. Railroad—C. N. Banks—Mtl., Union. Nearby Towns—Curlew 12 miles, Carbon 18 miles. Country adapted for coal mining, farming and stock raising. Natural Resources—coal. Industries—lumber yards.

THREE HILLS—(Continued)

Capital. Weekly. Publisher, C. H. Leathley. Est. 1915. Wednesday. Independent. Subscription, $1.50 a year. 4 to 8 pages, 5 cols., 17¾ inches. Circulation . . No report

TOFIELD, pop. 500. District—Victoria. 40 miles east of Edmonton. Railroad—C. N. Banks—Dom., Mtl. Nearby Towns—Ryley 13 miles, Bando 5 miles, Deville 10 miles. Country adapted for mixed farming, cattle raising and coal mining. Natural Resources—coal. Industries—two lumber yards, chop mill, creamery, and three large coal mines near town.

Mercury. Weekly. Publishers, Tofield Mercury. Est. 1918. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . ¼M.

TROCHU, pop. 537. District—Bow River. 118 miles south of Edmonton. Railroad—C. N. Banks—Imp., Mtl. Nearby Towns—Olds 37 miles, Big Valley 12 miles. Country adapted for mixed farming and stock raising. Centre of a rich grain growing district. Industries—chop mills, 4 coal mines, 4 elevators and lumber yards.

Tribune. Weekly. Publisher, W. C. L. Watson. Est. 1910. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . No report

VEGREVILLE, pop. 1,479. District—Victoria. 70 miles east of Edmonton. Railroad—C. N. Banks—Com., Mtl. Colleges, etc.—Public, High and Separate Schools, Convent. Nearby Towns—Ryley 18 miles, Innisfree 27 miles, Raith 6 miles. Country adapted for mixed farming and ranching. Natural Resources—coal, gas and stone. Industries—flour, chop and planing mills, electric light and power plant, six elevators, creamery, sash and door factory and lumber yards.

Observer. Weekly. Publisher, A. L. Horton. Est. 1906. Wednesday. Independent-Liberal. Subscription, $1.50 a year. 6 to 12 pages, 7 cols., 22 inches. Circulation. No report
100"—$30.00. 400"—$100.00. 1,000"—$250.00.

VERMILION, pop. 1,272. District—Battle River. 129 miles east of Edmonton, on the Vermilion River. Railroad— C. N. Banks—Com., Roy. Nearby Towns—Manville 18 miles, Claysmore 7 miles, Islay 15 miles. Country adapted for wheat growing, mixed farming, dairying and stock raising. Industries—flour mill, machine shops, creamery and three grain elevators.

Standard. Weekly. Publisher, S. R. P. Cooper. Est. 1909. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. Circulation . No report

VIKING, pop. 357. District—Victoria. 83 miles east of Edmonton, on Lake Thomas. Railroad—C. N. Banks—Mtl. Nearby Towns—Bruce, 12 miles, Holden 21 miles, Jarrow 18 miles. Country adapted for mixed farming. Eight producing gas wells. Hospital. Industries—creamery, lumber yards and four elevators.

News. Weekly. Publisher, H. G. Thunell. Est. 1913. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 750
100"—$40.00. 400"—$160.00. 1,000"—$400.00.

VULCAN, pop. 641. District—Bow River. 215 miles south of Edmonton. Railroad—C. P. Bank—Com. Nearby Towns—Ensign 5 miles, Brant 10 miles. Country adapted for mixed farming and stock raising. Industries—lumber yard and 5 grain elevators.

Advocate. Weekly. Publisher, Chas. Clark. Est. 1913. Wednesday. Independent. Subscription, $2.00 a year. 4 pages, 7 cols., 21¾ inches. Circulation . . . . ¾M.
100"—$30.00. 400"—$100.00. 1,000"—$250.00.

WAINWRIGHT, pop. 975. District—Battle River. 126 miles southeast of Edmonton. Location of Government Buffalo Park. Railroad—C. N. Banks—Union, Mtl. Colleges, etc.—High School. Nearby Towns—Chauvin 30 miles, Hardisty 21 miles, Jarrow 23 miles. Country adapted for mixed farming and grain growing. Natural Resources—coal mines and oil wells nearby. Industries—sheet metal works, flour mill, elevators, creamery, machine shops and lumber yards.

Star. Weekly. Publisher, W. J. Huntingford. Est. 1908. Wednesday. Independent. Subscription, $2.50 a year. 6 pages, 7 cols., 21¾ inches. Circulation . . . . 1¾M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

WATERHOLE, pop. 340. District—West Edmonton. 60 miles west of peace River. Railroad—E. D. & B. C. Banks—Imp., Union. Outfitting point for inland fur trade. Country adapted for grain growing and dairying. Natural Resources—lumber.

Northern Review. Weekly. Publishers, Review Printing Co. Est. 1923. Tuesday. Independent. Subscription, $1.50 a year. 4 pages, 5 cols., 18 inches. Circulation . ½M.
100"—$28.00. 400"—$112.00. 1,000"—$280.00.

WESTLOCK, pop. 321. District—West Edmonton. 52 miles north of Edmonton. Railroad—E. D. & B. C. Bank—Mtl. Nearby Towns—Pibroch 9 miles, Pickardville 12 miles. Country adapted for lumbering and farming. Industries—elevators and lumber yards.

Witness. Weekly. Publisher, C. A. Roulston. Est. 1920. Friday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18½ inches.

WETASKIWIN, pop. 2,411. District—Strathcona. 40 miles south of Edmonton. Railroad—C. P. Junction Calgary, Edmonton and Winnipeg-Edmonton branches. Banks—Com., Imp., Mtl. Colleges, etc.—High School. Nearby Towns—Millet 10 miles, Gwyne 8 miles, Camrose 32 miles. Country adapted for lumbering, grain growing and mixed farming. Natural Resources—gas, coal, lumber and lake fish. Industries—five grain elevators, aerated water works, saw and flour mill, brick yards, creamery, foundry, pump works and cheese factory.

Free Press. Weekly. Publisher, A. H. Liversidge. Est. 1911. Wednesday. Independent. Subscription, $1.00 a year. 8 pages, 6 cols., 21¾ inches. Circulation . . No report.

Times. Weekly. Publisher, V. C. French. Est. 1901. Thursday. Independent-Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 21¾ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,480**
100"—$28.00. 400"—$112.00. 1,000"—$280.00.

YOUNGSTOWN, pop. 410. District—Medicine Hat. 91 miles southeast of Edmonton. Railroad—C. N. Banks—Tor., Com. Nearby Towns—Chinook 16 miles, Richdale 18 miles. Colleges, etc.—Public and High School. Provincial Government Agricultural College, Demonstration Farm. Country adapted for grain growing and stock raising. Industries—5 elevators, creamery and flour mill.

Plaindealer. Weekly. Publisher, Edward G. Quick. Est. 1913. Thursday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 6 cols., 19¾ inches. Circulation . ¾M.
100"—$25.00. 400"—$100.00. 1,000"—250.00.

BRITISH COLUMBIA

Area—355,855 square miles, of which 2,439 miles are water.

Population—Census 1921	523,369
Uurban population, census 1921	298,732
Rural population, census 1921	224,637

Principal Cities—

	Population 1921 Census
Vancouver	117,217
Victoria	38,727
New Westminster	14,495
Nanaimo	9,088

The output of sawn lumber in British Columbia for 1923 was approximately 1,100,000,000 feet, of which 273,000,000 feet were exported overseas.

The year 1923 saw an increase in the production of precious metals. Gold values were estimated at over $4,000,000, an increase of over a million compared with the previous year. Silver also totalled over $4,000,000—an increase of two and a half millions. Copper showed a slight decline, due chiefly to the shutting down of the Britannia Mines following a fire. Zinc and lead production in the Kootenays continues active. On the whole the mining output for British Columbia for 1923 has been the best since the decline of the war metal boom.

Back of Vancouver lies the wealthiest and most productive farm country on this continent. Over 16,000 farms devoted to mixed farming and intensive cultivation, produce the high average of $4,300 per farm annually.

There has been a great expansion in the poultry industry, more especially along the temperate areas of the coast. The number of poultry in the Province last year increased 32 per cent., and egg production 35 per cent.

The fisheries output of late years has suffered from the decrease of salmon and restrictions necessary to conserve this valuable fish for the future. In spite of this handicap, British Columbia's total catch last year was 38 per cent. of that of the whole Dominion.

Financially the position of the Province is sound. The last three issues of Provincial loans sold two points higher than previous offerings. The bank clearings for British Columbia were $885,175,804 for 1923 as against $815,207,399 in 1922, an increase of $69,968,405.

No Province offers greater opportunities for industrial development than does British Columbia. Conveniently located water powers are available in great abundance. There are inexhaustible supplies of raw materials easily transported by land or by water.

The iron ores of the Province are well known, and the Imperial, Federal and Provincial Governments are now considering the establishment of an iron and steel industry.

That Vancouver is on the eve of great expansion is evident from the following facts: $5,000,000 has been passed by Ottawa to increase the elevator capacity of the port of Vancouver. The Pacific route is considered the logical route to Europe for all grain from Alberta and Saskatchewan. This route for grain shipment will save twenty millions for farmers alone, as well as saving the twenty-seven millions to Canadian labor that is at present going to U. S.

companies on the Great Lakes. It is apparent that the Pacific side of the Dominion is in for good times as a consequence of the great era of Oriental and Australian development.

ABBOTSFORD, pop. 300. District—New Westminster. 65 miles northeast of Victoria. Railroads—C. P., G. N., B. C. Elec., N. P. Bank—Roy. Nearby Towns—Mission 8 miles. Chilliwack 20 miles. Country adapted for fruit growing, mixed farming and poultry raising. Natural Resources—lumber. Industries—creamery, fire clay, brick and tile plants.

Post. Weekly. Publisher, J. A. Bates. Est. 1910. Friday. Independent. Subscription, $1.00 a year. 4 pages, 5 cols., 17 inches. Circulation . . . . . ½M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

Sumas and Matsqui News. Weekly. Published by G. H. Heller. Est. 1922. Thursday. Independent. Subscription, $1.50 a year. 10 to 12 pages, 5 cols., 19 inches. Circulation . . . . . ½M.
100"—$30.00. 400"—$100.00. 1,000"—$200.00.

AGISSIZ, pop. 550. District— 71 miles east of Vancouver, on main line of C.P.R. Bank—Mtl. Nearby Towns—Waleach 5 miles, Harrison Mills 10 miles.

Record. Weekly. No report.

ALICE ARM, pop. 300. District—Skeena. 80 miles north of Prince Rupert. Bank—Royal. Nearby Towns—Anyox 18 miles. Natural Resources—copper. Industries—copper mine and smelter, silver and lumber.

Alice Arm and Anyox Herald. Weekly. Publisher, E. Moss. Est. 1921. Saturday. Subscription, $2.25 a year. 4 pages, 5 cols., 17 inches. Circulation . . . . . ½M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

ARMSTRONG, pop. 983. District—Yale. 235 miles northeast of Victoria, in the Okanagan Valley. Railroad—C. P. Banks—Mtl., Com. Colleges, etc.—High School. Nearby Towns—Vernon 12 miles, Enderby 9 miles. Country adapted for farming, dairying, lumbering and fruit growing. Natural Resources—lumber. Industries—saw mills, sash and door factory, creamery and granite quarries.

Okanagan Commoner. Weekly See Enderby.

ASHCROFT, pop. 500. District—Cariboo. 200 miles northeast of Vancouver, the gateway to Northern British Columbia, through 600 miles of stage line. Railroads—C. P., C. N. Bank — Mtl. Nearby Towns — Basque 8 miles, Cache Creek 7 miles. Country adapted for fruit growing, farming and stock raising. Industries—repair shop and electric plant.

Journal. Weekly. Publishers, Ashcroft Print Co., Ltd. Est. 1895. Friday. Independent. Subscription, $2.00 a year. 4 to 6 pages, 6 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 500
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

BURNABY, pop. 325. District—New Westminster. Suburb of Vancouver. Railroads—C. P., G. N., B. C. Electric

Post. Weekly. Publishers, Post Publ. Co. Est. 1922. Wednesday. Independent. Subscription, $2.00 a year. 4 pages, 5 cols., 18 inches. Circulation . . . No report

BURNS LAKE, pop. 325. District—Skeena. 316 miles east of Prince Rupert. Railroad—C. N. Bank—Roy. Nearby Towns—Priestley 10 miles, Bulkley 25 miles. High school. Country adapted for mixed farming and fruit growing. Industries—mining and lumbering.

Observer. Weekly. Publisher, Sidney Godwin. Est. 1922. Thursday. Independent. Sub., $2.50 a year. 8 pages,

6 cols., 20 inches. Circulation . . . . . ¼M.
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

CHILLIWACK, pop. 1,767. District—Westminster. 72 miles southeast of Vancouver on Fraser River. Terminus Fraser Valley branch of the B.C. Electric Railway. Railroads—C. N., G. N. Banks—Mtl., Roy., Com. Colleges, etc.—High School. Nearby Towns—Harrison 6 miles, Rosedale 5 miles. Country adapted for farming, dairying, fruit growing, stock raising and mining. Natural Resources—lumber. Industries—creameries, planing, lumber and shingle mills and plants of Imperial Oil and Union Oil.

Progress. Weekly. Publishers, Columbian Co., Ltd. Est. 1890. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¼ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,525**
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

COURTENAY, pop. 810. District—Comox-Alberni. 116 miles northwest of Victoria, on the Courtenay River. Steamboat connection with Vancouver. Railroad—C. P. Banks—Roy., Com. Nearby Towns—Comox 3 miles, Cumberland 7 miles. Country adapted for farming and lumbering. Natural Resources—lumber. Industries—six saw mills, electric power plant, lumber yards and jam factory and creamery.

Comox Argus. Weekly. Publishers, Comox Argus Co. Est. 1917. Thursday. Independent. Subscription, $2.00 a year. 8 to 10 pages, 6 cols., 19½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . 1,100**
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

CRANBROOK, pop. 2,725. District—Kootenay East. 357 miles east of Victoria. Railroad—C. P. Banks—Com., Imp., Roy. Nearby Towns—Maywood 10 miles, Moyie 11 miles. Country adapted for lumbering, mining and stock raising. Natural Resources—lumber and minerals. Industries—sash and door factory, saw, lumber and planing mills, elevators, cold storage, power plants and brewery.

Courier. Weekly. Publisher, L. P. Sullivan. Est. 1919. Friday. Independent-Liberal. Subscription, $2.50 a year. 12 pages, 6 cols., 20 inches. Circulation . . . . 1½M.
100"—$35.00. 400"—$140.00. 1,000"—$350.00.

Herald. Weekly. Publishers, F. A. Williams and R. Potter. Est. 1898. Thursday. Unionist. Subscription, $2.00 a year. 6 to 10 pages, 7 cols., 22 inches. Circulation . 1M.
100"—$40.00. 400"—$100.00. 1,000"—$250.00.

CRESTON, pop. 700. District—Kootenay. 322 miles east of Victoria. Railroad—C. P. Banks—Com., Imp. Nearby Towns—Wynndel 6 miles, Erickson 3 miles. Country adapted for fruit growing, dairying, stock raising and mining. Natural Resources—lumber and fruit. Industries—saw mills, power plant and water works.

Review. Weekly. Publisher, C. F. Hayes. Est. 1908. Friday. Independent. Subscription, $2.50 a year. 8 pages, 5 cols., 18½ inches. Circulation . . . . . ½M.
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

CUMBERLAND, pop. 3,176. District—Comox-Alberni. 115 miles northwest of Victoria, on Vancouver Island. Railroad—C. P. Banks—Roy., Com. Colleges, etc.—High School. Nearby Towns—Courtenay 5 miles, Union Bay 10 miles distant, is suitable for shipbuilding. Connections with Wellington Colliery Railway Co. Country adapted for farming, mining and dairying. Natural Resources—coal and lumber. Industries—power plant, cannery, saw mills and creamery.

Islander. Weekly. Publisher, Edward W. Bickle. Est. 1910. Saturday. Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 19 inches. Circulation . . . . 1½M.
100"—$36.00. 400"—$120.00. 1,000"—$240.00.

DUNCAN, pop. 1,178. District—Nanaimo. 35 miles northwest of Victoria, on Vancouver Island. Railroad—C. P. Banks—Mtl., Com. Nearby Towns—Chemainus 11 miles, Ladysmith 18 miles. Rural Residential District. Natural Resources—lumber, dairy, poultry, sweet pea seed and fish. Industries—elevator, electric power plant, creameries, lumber yards, machine shops and three large lumber mills.

Cowichan Leader. Weekly. Publishers, Cowichan Leader Printing & Publishing Co., Ltd. Est. 1900. Thursday. Independent. Subscription, $2.00 a year. 10 to 12 pages, 6 cols., 19¾ inches. Circulation . . . 1½M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

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The above is a good example of the effective use of small space by one of the clients of The Desbarats Advertising Agency, Limited.

ENDERBY, pop. 783. District—Yale. 242 miles northeast of Victoria, on the Shuswap River. Railroad—C. P. Bank—Mtl. Colleges, etc.—High School. Nearby Towns—Armstrong 9 miles, Salmon Arm 13 miles. Beautiful summer resort. Country adapted for fruit growing, dairying and poultry raising. Natural Resources—lumber and fish. Industries—lumber, saw and flour mills, brick and tile works and electric power plant.

Okanagan Commoner. (Former Armstrong Advertiser and Enderby Press.) Weekly. Publisher, H. M. Walker. Est. 1908. Thursday. Independent-Conservative. Subscription, $2.00 a year. 4 to 6 pages, 5 cols., 18 inches. Circulation . . . . . ½ M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

FERNIE, pop. 4,343. District—Kootenay East. 392 miles east of Victoria. Railroads—C. P., G. N. Banks—Com., Imp. Nearby Towns—Hosmer 9 miles, Michel 21 miles. Country adapted for mining and lumbering. Natural Resources—coal and lumber. Headquarters for the Crow's Nest Pass Coal Co., Ltd. Industries—coke ovens, planing, lumber and saw mills, foundry, brewery, machine shop and cigar factories.

Free Press. Weekly. Publisher, J. R. Wallace. Est. 1899. Friday. Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . 1M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

GOLDEN, pop. 1,000. District—Kootenay. 532 miles east of Victoria, on the Columbia River. Railroad—C. P., K. C. Banks—Com., Imp. Nearby Towns—Field 35 miles, Donald 17 miles. Country adapted for farming, lumbering, stock raising and fruit growing. Gateway of the fertile Columbia Valley. Natural Resources—gold, silver, copper and lumber. Industries—lumber mills and creamery.

Star. Weekly. Publishers, Golden Star Publishing Co.

GOLDEN—(Continued)

Est. 1903. Friday. Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . ¼ M.

GRAND FORKS, pop. 1,469. District—Yale. 230 miles east of Victoria, on the boundary line, on Ketttle River. Railroads—Divisional point on three railways : C. P., G. N., K. V. R. Banks—Com., Royal. Nearby Towns—Greenwood 11 miles, Phoenix 9 miles. Country adapted for fruit growing, farming, lumbering and poultry raising. Industries—saw and planing mills, apple products and sash and door factory, marble works, breweries, iron works, nurseries, brick yard and creamery.

Gazette. Weekly. Publishers, Gazette Printing Co., Ltd. Est. 1897. Friday. Conservative. Subscription, $2.00 a year. 4 pages, 7 cols., 21½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 980**
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

If advertisers came personally to visit Grand Forks, with its Government irrigation system bringing 4,300 acres of land to wonderful fertility, in addition to the 1,800 already watered by private systems, they would grasp the opportunity The Gazette offers to top the trade of the well-to-do families of Grand Forks and environs.

Mining and lumbering add to the district's wealth in fruit and agriculture. The beautiful scenery and splendid healthy climate are attracting merited attention. The Gazette is the home paper of the district. Rates and illustrated folder of district on application. (Publisher's Statement.)

Sun. Weekly. Publisher, G. A. Evans. Est. 1901. Friday. Liberal. Subscription, $1.00 a year. 4 pages, 6 cols., 19¾ inches. Circulation . . . . . ¾M.
100"—$20.00. 400"—$72.00. 1,000"—$150.00.

GREENWOOD, pop. 371. District—Yale. 202 miles east of Victoria, near the boundary line. Railroad—C. P., stage connection with G. N. Banks—Com., Mtl. Nearby Towns—Grand Forks 27 miles, Midway 9 miles. Country adapted for fruit growing and stock raising. Natural Resources—gold, copper and silver. Industries—smelters and waterworks.

Ledge. Weekly. Publisher, G. W. A. Smith. Est. 1893. Thursday. Independent. Subscription, $2.00 a year. 4 pages, 7 cols., 20½ inches. Circulation . . No report

KAMLOOPS, pop. 4,501. District—Cariboo. 210 miles northeast of Victoria, at confluence of North and South Thompson Rivers. Good stage and steamboat connections with all points. Railroads—C. P., G. N. Banks—Com., Imp., Roy., Mtl. Nearby Towns—Tranquille 10 miles, Edwards 17 miles, Sullivan 20 miles. Country adapted for farming, stock raising and fruit growing. Natural Resources—iron, gold, copper, coal and lumber. Industries—saw, flour and lumber mills, sash and door factory, breweries, cigar factories, machine shops and round-house, iron, cement, brick and bottling works and cannery.

Sentinel. Semi-weekly. Publishers, Kamloops Press, Ltd. Est. 1897. Tuesday and Friday. Independent-Conservative. Subscription, $3.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . 1M.

KASLO, pop. 950. District—Kootenay West. 315 miles east of Victoria, on Kootenay Lake. Daily steamer to Nelson. Railroad—C. P. Bank—Mtl. Colleges, etc.—High School. Nearby Towns—Nelson 40 miles, Ainsworth 15 miles. Country adapted for fruit growing, mining and lumbering. Natural Resources—mines and lumber.

Kootenaian. Weekly. Publisher, Frank S. Rouleau. Est. 1895. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 19¾ inches. Circulation . ½M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

KELOWNA, pop. 2,520. District—Yale. 203 miles east of Victoria, on Okanagan Lake. 416 miles by rail and boat from Vancouver. Steamer to Okanagan Landing. Railroad—C. P. Banks—Mtl., Roy., Com. Colleges, etc.—High School. Nearby Towns—Okanagan Mission 4 miles, Rutland 6 miles. Country adapted for general farming, fruit and tobacco growing. Natural Resources—lumber and mining. Industries—carriage and brick works, sash and door factory, 2 saw mills, furniture factory, fruit and vegetable canneries and evaporator, creamery and steam laundry.

Courier. Weekly. Publisher, George C. Rose. Est. 1904. Thursday. Independent. Subscription, $2.50 a year. 8 pages. 7 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,150
100"—$42.00. 400"—$140.00. 1,000"—$350.00.

The Courier is published in the very heart of the famous Okanagan fruit country, and nearly one million boxes of apples are produced annually in the district immediately surrounding the city of Kelowna. Tomato growing and canning, dairying and bee-keeping are also important local industries, and advertisers will find The Courier a most valuable medium of publicity through which to reach a district whose annual purchases run into very large figures. (Publisher's Statement.)

LADNER, pop. 1,000. District—New Westminster. 35 miles west of Vancouver. Railroad—G. N. Banks—Mtl., Com., Roy. Nearby Towns—Guichon 1 mile, New Westminster 10 miles. Industries—condensed milk factory, fish, creameries and saw mills.

Optimist. Weekly. Publisher. V. C. Dunning. Est. 1922. Thursday. Independent. Sub., $2.00 a year. 4 to 6 pages, 5 cols., 18 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 300**

LADYSMITH, pop. 1,967. District—Nanaimo. 45 miles northwest of Victoria, on Vancouver Island. Railroad—E. & N. Banks—Com., Roy. Nearby Towns—Nanaimo 18 miles, Brentons 4 miles. Country adapted for gold and coal mining and mixed farming. Industries—saw mills.

Chronicle. Weekly. Publisher, Thos. Collinge. Est. 1908. Saturday. Independent. Subscription, $1.50 a year. 4 pages, 6 cols., 19½ inches. Circulation . . . ½ M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

MARPOLE, pop. 1,700. District—Vancouver South. 6 miles from Vancouver, on north arm of Fraser River. Railroad—B. C. Electric. 15 minute car service to Vancouver. Banks—Com., Roy. Industries—lumber, shingle, flour, rolling mills, box, sash, glove and rubberoid roofing factories.

Gazette. Weekly. Publisher, J. A. Paton, Dominion Bldg., Vancouver. Est. 1908. Saturday. Independent. Subscription, $2.00 a year. 6 pages, 6 cols., 21 inches. Circulation . . . . . 1½ M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

MERRITT, pop. 1,721. District—Cariboo. 166 miles east of Victoria, at confluence of Nicola and Coldwater Rivers. Railroad—C. P. Banks—Mtl., Tor. Nearby Towns—Nicola 7 miles, Middlesboro 1 mile, Conford 9 miles. Country adapted for farming, stock raising, dairying and fruit growing. Natural Resources—coal, gold, silver, iron, copper, gypsum and lumber. Industries—several saw mills, colliers and lumber yards.

Herald. Weekly. Publisher, J. W. Ellis. Est. 1905. Friday. Liberal. Subscription, $2.50 a year. 6 pages, 6 cols., 19½ inches. Circulation . . . . . ¾M.

MISSION CITY, pop. 900. District—New Westminster. 70 miles northeast of Victoria, on the Fraser River. Railroad—C. P. Banks—Com., Mtl. Colleges, etc.—High School, Catholic Mission School. Nearby Towns—Abbotsford 8 miles, Chilliwack 18 miles. Country adapted for dairying and fruit growing, particularly small fruit. Natural Resources—lumber, fish and water power. Industries—saw and

flour mills, box, jam and preserve factories, cold storage and power plants.

Fraser Valley Record. Weekly. Publisher, J. A. Bates. Est. 1908. Thursday. Independent. Subscription, $1.50 a year, 6 to 8 pages, 6 cols., 19½ inches. Circulation . ¾M.
100"—$35.00. 400"—$140.00. 1,000"—$350.00.

NANAIMO, pop. 9,088. District—Nanaimo. 65 miles north of Victoria. Very good harbour, only 40 miles from Vancouver. Railway connection with Victoria, Alberni and Cumberland. Three steamship lines make it an important port for coal. Railroad—C. P. Banks—Com., Mtl., Roy., N.S. Nearby Towns—Wellington 5 miles, Brentons 13 miles. Country adapted for coal and gold mining. There are coal mines, within a radius of six miles, of which the payrolls amount to $200,000.00, with prospects of it being largely increased. Natural Resources—coal, lumber and fish. Industries—Joseph Booth, cigars; Cowie Machine Co., Ltd.; J. J. Dickinson, dairy; J. & Co. Dobeson, foundry; E. W. Harding, jeweller; The Nanaimo Canners and Packers, Ltd.; Nanaimo Creamery Assoc., Ltd.; Nanaimo Electric Light, Power & Heating Co., Ltd.; New Ladysmith Lumber Co., Ltd.; W. E. Rumming, bottling works; H. Vollmers, boat builder.

Free Press. Daily. Publisher, Nanaimo Free Press Printing & Publishing Co. Est. 1874. Evening. Independent. Subscription, $3.00 a year. 4 to 8 pages, 7 cols., 22 inches.

Herald. Daily. Publisher, R. R. Hindmarch. Est. 1900. Every morning except Monday. Independent. Subscription, $6.00 a year. 4 to 8 pages, 7 cols., 21 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . 2,300**
100"—$35.00. 400"—$112.00. 1,000"—$245.00.

NELSON, pop. 5,230. District—Kootenay West. 293 miles east of Victoria, at termination of navigation on Kootenay Lake. Railroads—C. P., G. N. Banks—Com., Mtl., Roy., Imp. Nearby Towns—Hall 7 miles, Ymir 13 miles. Country adapted for mining, lumbering, farming and fruit growing. Wholesale and distributing centre for Kootenay and boundary. Natural Resources—gold, silver, lead, zinc, copper and coal. Industries—B. C. Telephone Co., Ltd.; Canada Drug & Book Co., Ltd.; Christian Community of Universal Brotherhood; Curlew Creamery Co.; Dominion Dairy; Edgewood Lumber Co., Ltd.; Hipperson Hardware Co.; Kootenay Wire Works Manufacturing Co.; Lindsley Bros. & Co., cedar products; Nelson Brewing Co., Ltd.; Nelson Iron Works, Ltd.; W. W. Powell Co., Ltd., match blocks; Sullivan Machinery Co.; Western Box & Shingle Mills, Ltd. The city owns a large hydro-electric plant on Kootenay River. The street railway system, gas and waterworks systems are all being successfully operated under municipal ownership.

News. Daily. Publishers, News Publishing Co., Ltd. Est. 1902. Morning. Conservative. Subscription, $7.50 a year by carrier, $6.00 by mail. 8 to 12 pages, 7 cols., 20½ inches. **Total net paid circulation for six months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 3,816**
1,000 l.—$25.00. 5,000 l.—$125.00. 10,000 l.—$250.00.

Kootenay Times. Weekly. Publisher, Kootenay Times, Ltd. Est. 1923. Friday. Independent. 6 cols., 19½ inches. Circulation. . . . . No report

NEW HAZELTON, pop. 300. District—Skeena. 181 miles northeast of Prince Rupert. Railroad—C. N. Nearby Towns—Hazelton 5 miles, Glen Vowell 7 miles, Kispiox 9 miles. Natural Resources—copper, silver, gold, zinc and lead. Country adapted for mixed farming, stock raising and horticulture. Industries—mining and milling, saw mills. Great water power available.

NEW HAZELTON—(Continued)

Herald. Weekly. Publisher, C. H. Sawle. Est. 1908. Friday. Independent. Subscription, $2.00 a year. 6 pages, 5 cols., 15¾ inches. Average circulation for year ending Dec. 31st, 1923 878
100"—$30.00. 400"—$120.00. 1,000"—$300.00.
One section of above is headed Terrace News.

NEW WESTMINSTER, population 14,495. District—New Westminster. 72 miles east of Victoria, on north bank of Fraser River, 18 miles from its mouth. Fine harbour with steamship connections to Victoria and points on the Fraser River. Important Provincial Government Buildings located here. Railroads—C. P., G. N., C. N., B. C. Elect. Banks—Com., Mtl., Roy., Tor., N.S. Nearby Towns—Vancouver 11 miles, Steveston 11 miles. Country adapted for farming, lumbering and fruit growing. Nearby 200 crates shipped daily from Mission-Hatzie berry district. Natural Resources—fish, lumber and coal. Industries—lumber mills, box and toy factories, breweries, distillery, aerated waterworks, milk condensing plant, cigar factories, grain elevator, preserve factory, tannery, cold storage warehouses, saw mills, iron and gas works, shipbuilding and engineering works, munition plants, shingle mills, creameries and canneries, evaporated vegetable plant, artificial ice plants.

British Columbian. Daily. Publishers, Columbian Co., Ltd. Est. 1860. Evening. Conservative. Subscription, $6.00 a year. 8 to 10 pages, 7 cols., 21½ ins. Circulation . 2¾M.
100"—$50.00. 400"—$120.00. 1,000"—$350.00.

British Columbian. Weekly. Publishers, Columbian Co., Ltd. Est. 1860. Tuesday. Independent. Subscription, $1.50 a year. 40 pages, 4 cols., 13 inches. Circulation . 3 M.
100"—$35.00. 400"—$120.00. 1,000"—$350.00.

NORTH VANCOUVER, pop. 7,652. District—Burrard, on Burrard Inlet, connected with Vancouver, opposite, by municipally-owned ferries. Tourist resort. Banks—Com., Mtl., Roy. Preparatory College and High School. Nearby Town—Vancouver 2 miles. Country adapted for fruit growing, mining and market gardening. Natural Resources—granite and lumber. Industries—drydock, marine ways, boiler, car, iron, engine and ship repair works, saw mills and nurseries.

North Shore Star. Weekly. Publishers, North Shore Press, Ltd. Est. 1905. Friday. Liberal-Conservative. Subscription, $1.00 a year. 6 or 8 pages, 6 cols., 20 inches. Circulation . . . . . 3M.
100"—$35.00. 400"—$120.00. 1,000"—$350.00.

PENTICTON, pop. 1,500. District—Yale. 190 miles east of Victoria, on Kettle Valley Railway, connecting daily with C.P.R. steamer on Okanagan Lake. Banks—Com., Roy., Mtl. Colleges, etc.—Large Public School, High School. Nearby Towns—Summerland 10 miles, Okanagan Falls 12 miles. Country adapted for fruit growing, ranching and lumbering. Natural Resources—lumber. Industries—3 lumber yards, two saw mills, nurseries, cold storage and ice manufacturing plant, motor boat factory and cannery.

Herald. Semi-weekly. Publishers, Penticton Herald Printing & Publishing Co., Ltd. Est. 1910. Wednesday and Saturday. Independent. Subscription, $3.50 a year. 8 to 12 pages, 7 cols., 22 inches. **Average circulation for year ending Dec. 31, 1923 . . . . . 1,585**
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

PORT ALBERNI, pop. 1,056. District—Comox-Alberni. 94 miles northwest of Victoria, on west coast of Vancouver Island. Weekly steamboat service to Victoria. Tourist resort. Railroad—C. P. Banks—Roy., Mtl. Nearby Towns—Alberni (adjoining). Country adapted for lumbering, farming and mining. Industries—sheet metal works and four saw mills, and shipbuilding yard.

News. Weekly. Publishers, Port Alberni Printing and Publishing Co., Ltd. Est. 1907. Wednesday. Independent. Subscription, $2.00 a year. 4 to 6 pages, 6 cols., 20 inches.

PORT COQUITLAM, pop. 2,148. District—New Westminster. 18 miles east of Vancouver. Railroad—C. P. Bank—Royal. Industries—rubber tire, shingle and wheel barrow factories and flour mill.

News. Weekly. Publisher, J. J. Dougan. Est. 1922. Friday. Independent. Sub., $1.50 a year. 4 pages, 5 cols., 18 inches. Circulation . . . . . ½M.
100"—35.00. 400"—$100.00. 1,000"—$250.00.
Publishes also Port Hammond Gazette.

PORT HAMMOND, pop. 600. District—Westminster. 24 miles east of Vancouver. Railroad—C. P. Bank—Com. Country adapted to fruit growing and dairying. Industries—nurseries and saw mills and fishing fleet.

Gazette. Weekly. Publisher, J. J. Dougan. Est. 1919. Thursday. Independent. Sub. $1.50. 4 pages, 5 cols., 18 inches. Average circulation for year ending Dec. 31st, 1923. 804
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

PRINCE GEORGE, pop. 2,053. District—Cariboo, at junc- of Nechaco and Fraser Rivers. 460 miles west of Edmonton. Railroad—C. N. Banks—Mtl., Com., Roy. Country adapted for mining, lumbering and mixed farming. Industries—saw mills.

Citzen. Weekly. Publishers, Central Interior Printing Co., Ltd. Est. 1914. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 18 inches. Average circulation for year ending Dec. 31st, 1923 . . . 1,200
100"—$45.00. 400"—$180.00. 1,000"—$450.00.

PRINCE RUPERT, pop. 6,393. District—Skeena. On Pacific Coast, 518 miles north of Victoria, on the Skeena River. Terminus of the G.T.P. (C.N.). Excellent harbour with steamboat connection with Victoria, Vancouver and other points. Banks—Mtl., Com., Union, Roy. Nearby Town—Port Essington 21 miles. Country adapted for general farming, lumbering, mining and deep sea fishing. Natural Resources—coal, copper, gold, silver, lumber and fish. Industries—Atlin Fisheries, Ltd.; Big Bay Lumber Co., Ltd.; Booth Fisheries Co. of Canada, Ltd.; Canadian Fish & Cold Storage Co., Ltd.; Graham Island Spruce and Cedar Co., Ltd.; Lippsett, Cunningham & Co., Ltd., tents; Prince Rupert Dry Dock and Engineering Co., Ltd.; Prince Rupert Logging Co., Ltd.; Rupert Fish Co.; Rupert Marine Iron Works & Supply Co., Ltd.; Thompson Hardware Co., Ltd., sheet metal works. Large drydock operated by G. T. P.

Empire. Daily. Publisher, Seville M. Newton. Est. 1909. Evening. Independent. Subscription, $4.80 a year. 4 to 8 pages, 6 cols., 20 inches. Circulation . . . 1¾M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

In a decade Prince Rupert has grown from a few houses to a city of over 7,000 people. It is the Pacific terminus of the Can. Nat. Railway, and distributing point of immense quantities of fish, lumber and minerals. The Empire is Prince Rupert's pioneer newspaper. It has fearlessly and consistently championed the upbuilding of the new city and its tributaries. It has easily, therefore, been able to maintain its position as the leading newspaper both in prestige and circulation. (Publisher's Statement.)

Empire. Weekly. Publisher, Seville M. Newton. Est. 1907. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . ½M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

News. Daily. Publishers, Prince Rupert Daily News Ltd. Est. 1908. Evening. Independent. Subscription, $6.00 a year. 6 to 8 pages, 7 cols., 20 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 1,554**
100"—$35.00. 400"—$140.00.

PRINCETON, pop. 900. District—Yale. 120 miles east of Vancouver, in the Similkameen Valley. Railroads—G. N. and C. P. R. Banks—Com., Mtl. Nearby Towns—Hedley 25 miles, Granite Creek 10 miles. Country adapted for fruit growing, ranching and mining. Natural Resources—coal, copper, gold, silver, lead, platinum and lumber. Industries—saw mill, cement works, brewery and ore concentration plant.

Similkameen Star. Weekly. Publishers, Princeton Publishing Co. Est. 1900. Friday. Conservative. Subscription, $2.00 a year. 4 pages, 6 cols., 20 ins. Circulation. No report.

QUESNEL, pop. 300. District—Cariboo. 322 miles northeast of Vancouver, at junction of Quesnel and Fraser Rivers. Bank—Roy. Nearby Town—Barkerville 60 miles. Country adapted for farming, mining and fruit growing. Industries—saw and flour mills, brick yards and machine shops.

Cariboo Observer. Weekly. Publisher, J. G. Hutchcroft. Est. 1908. Saturday. Independent. Subscription, $2.00 a year. 4 to 8 pages, 6 cols., 19¾ inches. Circulation . . . . . ½ M.
100"—$25.00. 400"—$80.00. 1,000"—$190.00.

REVELSTOKE, pop. 2,782. District—Kootenay West. 396 miles northeast of Victoria, on the Columbia River. Railroad—C. P. Banks—Com., Imp., Mol. Popular tourist resort for fishing and big game hunting. Nearby Towns—Arrowhead 23 miles, Boulder 4 miles. Country adapted for farming, fruit growing and lumbering. Natural Resources—lumber, gold, silver and coal. Industries—Enterprise Brewing; Manning Candy Co.; Revelstoke Creamery Co.; Diamond Lumber Co.; A. H. Sawyer, shingle mill.

Review. Weekly. Publishers, Revelstoke Review Publishing Co., Ltd. Est. 1914. Wednesday. Independent-Liberal. Subscription, $2.50 a year. 4 to 10 pages, 6 cols., 19¾ inches. Circulation . . . . . 1M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

The Revelstoke Review covers practically every town and village in North Kootenay district, a district about one-half as large as Ontario; a well-populated area with important mining and lumbering industries. No paper is published nearer to our field than 60 to 100 miles. You can, therefore, understand the value of our advertising columns. (Publisher's Statement.)

ROSSLAND, pop. 2,097. District—West Kootenay. 260 miles east of Victoria. Railroads—C. P., G. N. Banks—Mtl., Roy. Nearby Towns—Trail 7 miles, Nelson 41 miles. Country adapted for stock and poultry raising, mining and lumbering. Natural Resources—gold, copper and lumber. Centre of mining district of West Kootenay. Industries—Robert Barrie, sash and door factory; Brackman-Ker Milling Co., Ltd.; Jones & Deschamps, saw mill; Rossland Water & Light Co., Ltd.; West Kootenay Power & Light Co., Ltd.

Miner. Weekly. Publisher, Will A. Elletson. Est. 1895. Saturday. Independent. Subscription, $2.50 a year. 4 to 8 pages, 7 cols., 21¼ inches. Average circulation for year ending Dec. 31st, 1923. 1,760
100"—$50.00. 400"—$140.00. 1,000"—$250.00.

SALMON ARM, pop. 627. District—Cariboo. 242 miles northeast of Victoria, on arm of Shuswap Lake. Railroad—C. P. Bank—Com. Colleges, etc.—High School. Nearby Town—Notch Hill 13 miles. Country adapted for fruit growing, dairying and market gardening. Natural Resources—stone, minerals and lumber. Industries—saw mills, and large creamery.

Observer. Weekly. Publishers, Observer Printing and Publishing Co., Ltd. Est. 1907. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ¾M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

SIDNEY, pop. 500. District—Nanaimo. 16 miles north of Victoria, on coast of Vancouver Island. Railroad—V. & S. Steamboat connection with Victoria. Bank—Mtl. Nearby Town—Cowichan 12 miles. Country adapted for farming, fruit growing, fishing and lumbering. Industries—brick yards, cannery, machine shop, saw mills and rubber roofing factory.

Review. Weekly. Publishers, F. F. Forneri. Est. 1912. Thursday. Independent. Subscription, $2.00 a year. 6 to 8 pages, 6 cols., 20 inches. Circulation . . . . . ½M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

SMITHERS, pop. 450. District—Skeena. 226 miles east of Prince Rupert, on the Bulkley River. Railroad—C. N. Bank—Union. Nearby Towns—Telkwa 10 miles, Hubert 14 miles. Country adapted for farming, dairying, grain growing and mining. Industries—large lumber yard and saw mill.

Interior News. Weekly. Publisher, L. B. Warner. Est. 1907. Wednesday. Independent. Subscription, $3.00 a year. 6 to 8 pages, 5 cols, 15½ inches. Circulation . . ¾M.
100"—$40.00. 400"—$120.00. 1,000"—$300.00.

STEWART, pop. 150. District—Skeena. 110 miles north of Prince Rupert, on the Portland Canal and the Portland Canal Railway.

Portland Canal News. Weekly. Publisher, H. Rolston. Est. 1919. Friday. Independent. Sub., $5.00 a year. 4 pages, 6 cols., 12 inches. Circulation . . . No report

SUMMERLAND, pop. 2,500. District—Yale. 250 miles east of Vancouver, on Okanagan Lake. All-year north and south connections with C. P. R. by steamers, and east and west connections by K. V. R. Bank—Dom. Country adapted for fruit and vegetable growing. Natural Resources—lumber. Industries—canneries, box and jam factories, lumber mills and motor boat factory.

Review. Weekly. Publishers, Review Publishing Co., Ltd. Est. 1908. Monday. Independent. Subscription, $2.50 a year. 8 pages, 7 cols., 20 inches. Average circulation for year ending Dec. 31st., 1923 963
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

TERRACE, pop. 200. District—Skeena, 95 miles east of Prince Rupert. Railroad — C. N. Bank—Mtl. Nearby Towns—Amsbury 20 miles, Vanarsdol 11 miles. Country adapted for gardening and small fruit growing. Industries —saw mills, gold and silver mines.

News. Weekly. Publisher, C. H. Sawle. Est. 1920. Thursday. Independent. Subscription, $2.00 a year. 4 to 6 pages, 5 cols., 15¼ inches. Circulation included in that of Herald, New Hazleton, B.C.

TRAIL, pop. 3,020. District—Kootenay, 500 miles east of Vancouver, on Columbia River. Railroad—C.P. Banks—Mtl., Com. 9 Hotels. Nearby Towns—Rossland 7 miles, Waneta 8 miles. Country adapted for ranching, fruit growing and mining. Natural Resources—gold, copper, silver, lead and lumber. Industries—Fifteen million dollar smelter and refineries of the Consolidated Mining and Smelting Co. of Canada, Ltd., located here, lumber yards and brewery.

News. Weekly. Publishers, Trail Printing & Publishing Co., Ltd. Est. 1895. Friday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 . 1,050
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

"I can truthfully say that I never saw such a change anywhere as in Vancouver. The whole city seems alive with enterprise, and I think I can safely say that it will not be long before Greater Vancouver reaches a population of 400,000."—D. C. Coleman, Vice-President Western lines, C.P.R., as reported in Daily Province, March 18, 1924.

The Vancouver Daily Province

is the key to the market of Vancouver and British Columbia. No other paper in its territory approaches it either in circulation or reader influence.
A.B.C. audit for 12 months ending Sept. 30, 1923:

61,155 net paid daily

THE DESBARATS ADVERTISING AGENCY, LIMITED, MONTREAL.

VANCOUVER, pop. 117,217. District—Vancouver. 70 miles north of Victoria, on Burrard Inlet. Daily steamers to and from Victoria and points on Puget Sound; triweekly service with Prince Rupert. Regular mail steamer service to San Francisco, Mexico, Honolulu, Australia, New Zealand, China and Japan. Monthly service to and from Europe via the Suez Canal and via the Panama Canal. Electric Railway to New Westminster, Chilliwack and points on the Fraser River Valley. Banking centre for British Columbia and largest city in the province. The bank clearings for 1923 were $750,693,945, an increase of 80 millions over 1915. The building permits for 1923 amounted to $5,887,550. Receipts from customs and Inland Revenue for 1922-23 aggregated $15,596,929. Railroads—C. P. (Pacific terminus), G. N., C. N., P. G. E., B. C. Electric. Banks — Com., Dom., Imp., Mtl., N.S., Roy., Tor., Union, Stan. Colleges, etc.—High School, Norman School, University. Industries — Ajello Piano Co.; Allan O. B., Ltd.; Almond's, Ltd.; Alberta Lumber Co., Ltd. ;Angell Engraving Co.; Anglo-British Columbia Packing Co. ,Ltd.; Atlin Fisheries, Ltd.; Ashai Rice Mill; Auto Radiator & Lamp Co.; Ayres Varnish Company; Ballard Furniture Co.; Baxter & Wright; Barrett Anderson, Ltd.; B. C. Parmacal Co., Ltd.; Begg Motor Co., Ltd.; Beaver Cove Pulp & Paper Co., Ltd.; Bell, J. N.; Benson Pattern and Machine Works; Black Bros., Ltd.; A. Blain; Bogardus, Wickens, Ltd.; Braid, William & Co.; Brand, James & Co.; British Columbia Leather & Findings Co., Ltd.;British Columbia, Machinists; British Columbia Stevens Co., Ltd.; British Columbia Brush Works; British Columbia Outfitting Co., Ltd.; British Columbia Fir & Cedar Lumber Co., Ltd.; British Columbia Hardwood Floor Co., Ltd.; British Columbia Marine, Ltd.; British Columbia Mills, Tug & Barge Co.; British Columbia Printing & Lithographing, Ltd.; British Columbia Telephone Co., Ltd.; British Columbia Sugar Refining Co., Ltd.; Brooks Bidlake Cedar Co., Ltd.; Burrard Iron Works; Butterfield, Mackie & Co., Ltd.; British Columbia Equipment Co., Ltd. (Granville Island); Campbell, Chas. S.; Campbell & Grill; Canada Nut Co., Ltd.; Canada Food Packers Ltd.; Canadian Export & Import Co., Ltd.; Canadian Tug Boat Co., Ltd.; Canadian Northwest Steel Co., Ltd.; Canadian Pipe Co., Ltd.; Canadan Willamette Co., Ltd.; Carmichael, Duncan, Jr.; Cascade Laundry Co.; Cassiar Packing Co., Ltd.; Charlton, W. S. & Co., Ltd.; Christie Boot Factory; Clarke & Stuart Co., Ltd.; Clayburn Co., Ltd.; Cleland Bell Engraving Co., Ltd.; Coast Quarries Ltd.; Columbia Iron Works; Colquhoun, Ostressor, Ltd.; Columbia Printing Ink & Roller Co.; Columbian Pulleys, Ltd.; Compressed Gas Co., Ltd.; Consolidated Motor Co., Ltd.; Cope & Sons, Ltd.;Cornish & Cooper Co.; L. Cotton; J. Coughlan & Sons; Cowan & Brockhouse; Cranes Shipyards, Ltd.; Cravat & Regalia Co., Ltd.; Crown Broom Works, Ltd.; Cuthbertson, T. B. & Co., Ltd.; Darling, Henry; Davies Paper Box Co., Ltd.; Damer Lumsden Co.; Deeks Gravel & Rock Co., Ltd.; Des Brisay, M. & Co.; Dewar Shingle Co., Ltd.; Gordon, Ltd.; Duncan Lumber Co., Ltd.; Electrical Mfg. Dixon & Murray; Dominion Biscuit Co., Ltd.; Drysdale & Co.; Empire Mfg. Co., Ltd.; Empress Mfg. Co., Ltd.; Evans & Hastings, Ltd.; Excelsior Laundry; False Creek Lumber Co., Ltd.; Famous Cloak Suit Company; Farr, Robertson & Bird, Ltd.; Ferrier & Lucas; Gavin Brothers & Leigh, Ltd.; Georgia Pharmacy, Ltd.; Gibbs Tool & Stamping Works; Gilchrist Mfg. Co.; Gillis Metal & Marine Supply Co.; Gosse Millerd Canning Co., Ltd.; Granby Consolidated Mining, Smelting & Power Co., Ltd.; Grant & Sons, Ltd.; Gulf Islands Fishing & Canning Co., Ltd.; Hall Machine Works; Hall & Wallace; Hanbury, J. & Co., Ltd.; Haskins & Elliott; Hoffar Motor Boat Co.; Hoffmeister Bros., Ltd.; Holt, W.; Houghton & Smith; Howard Glove Co.; Hutchinson Bros.; Ideal Iron Works; Imperial Casket Co.; Imperial Grain & Milling Co., Ltd.; Irish Linen Stores, Ltd.; Jamieson-McBain, Ltd.; Johnson, W., Sash & Door Factory; Jones, C. H. & Son, Ltd.; Kirkland & Rose; Kelly Confection Co., Ltd.; Kelly, Douglas & Co., Ltd.; Kildala Packing Co., Ltd.; Kirkpatrick & Dill; Kurtz & Co.; Lamb Lumber Co., Ltd.; Leckie, J. & Co., Ltd.;

A precise and intimate knowledge of Canadian publications is essential to the advertiser who would successfully do business in Canada.

That we have this knowledge is proven by this volume and its contents.

The Desbarats Advertising Agency Limited

Montreal Toronto

VANCOUVER—(Continued)

Letson & Burpee, Ltd.; Lipsett, Edward; Linton, A. & Co., Ltd.; North Vancouver; Lorimer Logging Co., Ltd.; Lyon Lumber Co., Ltd.; MacKay, Smith, Blair & Co., Ltd.; Mainland Engine Co., Ltd.; Mainland Cigar Co.; McLennan & McCarter, Ltd.; McLeod Sash & Door Co., Ltd.; McNair, Robert, Shingle Co.; McNeil, Welsh & Wilson, Ltd.; Moore, R. M. & Co., Ltd.; Morris, S. M. & Co., Ltd.; Morrison Steel & Wire Co., Ltd.; Murray Latta Machine Works; Miller, John K. Co., Ltd.; National Machinery Co., Ltd.; National Biscuit & Confection Co., Ltd.; National Paper Box & Carton Co., Ltd.; Nelson, N. & Company; North Coast Welding Co.; North West Biscuit Co. of B.C.; Northern Pacific Logging Co., Ltd.; Northern B. C. Fisheries, Ltd.; Oliver Scrim Lumber Co.; Olson, M. O. Iron Works;; Opsal Steel Co., Ltd.; Orr Bros. Co.; Pacific Box Co., Ltd.; Pacific Coast Fish & Oyster Co., Ltd.; Pacific Coast Pipe Co., Ltd.; Pacific Construction Co.; Pacific Drug Stores, Ltd.; Pacific Iron Works; Pacific Lime Co., Ltd.; Pacific Milk Co., Ltd.; Pacific Printers, Ltd.; Pacific Roofing Co., Ltd.; Pacific Transfer Co.; Pacific White Lead Co., Ltd.; Parsons & Reynolds; Patterson Boiler Works; Peer Specialties, Ltd.; Peerless Products, Ltd.; Pioneer Auto & Carriage Works; Port Haney Brick Co., Ltd.; Powell River Co., Ltd.; Premier Electric Welding Co., Ltd.; Preston Packing Co., Ltd.; Pride of the West Knitting Mill; Progressive Engineering Works, Ltd.; Purcell, O. L., Supply House; Purdy, R .C.; Ramsey Brothers & Co., Ltd.; Rankin & Cherrill; Redonda Canning & Cold Storage Co., Ltd.; Regal Leaded Art Glass Works; Reid Chemical Co.; Restmore Mfg. Co., Ltd.; Reynolds Sash & Door Co.; Ritchie Bros. & Co.; Roedde, G. A., Ltd.; Rogers Printing Co., Ltd.; Roote Auto Top Co.; Ross & Howard Iron Works Co., Ltd.; Ross, T. H.; Robertson & Hackett Sawmills, Ltd.; Scott & Pease; Searson Mfg. Co., Ltd.; Sewall Lumber & Trading Co.; Shelly Bros.; Shilvock Bros.; Singer, M. F. & Co.; Smith Button Works; Smith, Davidson & Wright, Ltd.; Southgate Logging Co., Ltd.; Spencer David, Ltd.; Star Steam Laundry; Sterling, P. W., Ltd.; F. R. & Co., Ltd.; Stoltze Manufacturing Co., Ltd.; Storev & Campbell, Ltd.; Terminal City Iron Works; Thomas & McBain; Thomson, Jas. & Sons, Ltd.; Thorpe, H., Company, Ltd.; Timms, A. H.; Tuck & Lightfoot; Tupper & Steele, Ltd.; Universal Knitting Co.; Universal Electric Co.; Vancouver Art Metal Works; Vancouver Brass Works; Vancouver Bindery, Ltd.; Vancouver Creamery Co., Ltd.; Vancouver Drug Co., Ltd.; Vancouver Engineering Works, Ltd.; Vancouver Gas Co., Ltd.; Vancouver Glove Co.; Vancouver Granite Co., Ltd.; Vancouver Ice & Cold Storage Co., Ltd.; Vancouver Lumber Co., Ltd.; Vancouver Milling & Grain Co., Ltd.; Vancouver Pickle Co.; Vancouver Oyster & Fish Co.; Vancouver Shipyard Ltd.; Vancouver Stove Works; Vancouver Window Shade Co.; Vanity Waist & Neckwear Co., Ltd.; Vivian Gas Engine Works; Wallace Fisheries, Ltd.; Wallace Foundry Co., Ltd.; Wallace Ship Building & Dry Dock Co., Ltd.; Walsh Construction Co., Ltd.; Western Broom Works; Western Canada Flour Mills Co.; Western Cloak & Suit Co., Ltd.; Western Machine Works, Ltd.; Western Wholesale Jewellers; Western Toy Mfg. Co., Ltd.; Whalen Pulp & Paper Mills, Ltd.; Western Oil Supply Co.; Wilson, F. A.; Wonder Pump & Engine Co., Ltd.; Woodward's, Ltd.

DAILIES

Canadian Morning News. (Chinese.) Daily. No report

Chinese Times. (Tai Hon Kong Bo) (Chinese.) Daily. Publishers, Tai-Hon Kong Bo Publishing Co., Ltd., 443 Carrall St. Est. 1907. Morning. Reform. Subscription, $8.00 a year, 8 pages, 18½ inches by 13½ inches.

Continental News. (Tairiku Nippo). (Japanese.) Daily. Publisher, Yasushi Yamazaki, 135 Cordova St. East. Est. 1906. Evening. Japanese interests. Subscription, $8.25 a year. 8 pages, 10 cols., 13 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . 4,421**

The Vancouver Daily "Star" has second largest daily circulation of any daily in British Columbia.

Although the Vancouver Daily Star has only been published for about three months, it has today the second largest circulation of any daily in British Columbia.

The Daily Star is the first paper sold and delivered in Greater Vancouver at one cent a copy, 30 cents a month, or $3.00 a year to mail subscribers.

The Daily Star guarantees a net paid circulation of 15,000 for the year June 2nd, 1924, to June 2nd, 1925. Our paid circulation average since date of publication is in excess of 20,000, but our rate cards have been priced on a 15,000 net paid basis.

Today ninety-seven per cent of the circulation of the Star is in Greater Vancouver. The home delivered circulation is the second greatest in Vancouver.

Application has been made for membership in the Audit Bureau of Circulations.

Rate card and other particulars gladly furnished upon request.

THE VANCOUVER DAILY STAR
Star Building
303 Pender Street West - - - - Vancouver, B.C.

VANCOUVER—(Continued)

Province. Daily. Publishers, Vancouver Printing & Publishing Co., Ltd. Est. 1898. Evening. Independent. Subscription, city, $9.00, mail $6.00 a year, 20 to 48 pages, 8 cols., 21 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 62,089**
1,000 l.—$120.00. 5,000 l.—$600.00. 10,000 l.—$1,200.00.

The circulation of the Daily Province is not confined to any city or district. It embraces every part of British Columbia. That is why it is the recognized medium for the National advertiser. Member of the Audit Bureau of Circulations. (Publisher's Statement.)

Province. Weekly. Publishers, Vancouver Printing & Publishing Co., Ltd. Est. 1894. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 8 cols., 21 inches. Circulation . . . . . 1M.
1,000 l.—$20.00. 5,000 l.—$100.00. 10,000 l.—$200.00.

Star. Daily. Publisher, Charles E. Campbell. Est. 1924. Evening. Independent. Subscription, delivered, $3.60; by mail, $3.00 a year. 8 cols., 20 by 2 inches.
Circulation . . . . . See Note A.
Rate—5 cents per line agate flat.

There is only one daily paper in British Columbia whose circulation exceeds the Daily Star, and yet the Star has only been in existence for about three months. The Star guarantees its advertisers a net paid circulation of 15,000; and though since its inception its paid circulation has averaged over 20,000, its rate is based on 15,000 only. Ninety-seven per cent. of its circulation is in Greater Vancouver. (Publisher's Statement.)

Sun. Morning, evening and Sunday. Publishers, Sun Publishing Co., Ltd. Est. 1886. Independent-Liberal. Subscription, $7.50 a year, 14 to 18 pages ,Sunday 48 to 56 pages. 8 cols., 22 inches. **Total net paid circulation for 6 months ending Mar. 31st, 1924, as per Publisher's Statement on A. B.C. Forms . Morning, 22,553; Evening, 16,826; Saturday evening, 25,023; Sunday, 38,769.**
Sunday edition, 12c; daily 11c per line agate flat.

World. Daily. Incorporated as evening edition of Sun.

TRI, SEMI AND WEEKLIES

Journal of Commerce and Building Record. Tri-weekly. Publishers, Record Publishing Co., 629 Pender St. W. Est. 1911. Monday, Wednesday and Friday. Building, Contracting and Shipping. Subscription, $12.00 a year, 4 to 6 pages, 6 cols., 19 inches. Circulation . . . . 1¼M.
250"—$175.00. 1,000"—$500.00

Shipping Guide. Tri-weekly. Publishers Record Publ. Co., Ltd., 629 Pender St. West. Est. 1911. Monday, Wednesday and Friday. Shipping data and news. Subscription, $12.00. 2 pages, 9 cols., 26 inches.

B. C. Federationist. Weekly. Publishers, B. C. Federationist, Ltd., 342 Pender St. W. Est. 1909. Friday. Organized labor. Subscription, $2.50 a year. 4 pages, 8 cols., 22 inches. Circulation . . . . . No report.

B.C. Veterans' Weekly. Weekly. Publishers, G.W.V.A. of B.C., 65-69 Province Bldg. Est. 1917. Independent. Saturday. Subscription, $2.50 a year. 12 pages, 5 cols., 16 inches by 2½ inches. Circulation . . . . . No report

Citizen and Tourist. Weekly. Publishers, Citizen Printing & Publishing Co. Est. 1908. Thursday. Liberal-Conservative. Subscription, $2.00 a year. 8 pages, 5 cols., 16 inches. Circulation . . . . . 3¾M.
100"—$50.00. 400"—$180.00. 1,000"—$400.00.

Farm and Home. Weekly. Publishers, Sun Publishing Co., Ltd., 137 Pender St. West. Est. 1918. Thursday. Agriculture and Farm interests. Subscription, $2.00 a year. 28 pages, 5 cols., 16 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form 22,493**
Rate: 20 cents per line agate flat.

VANCOUVER—(Continued)

Hook. Weekly. Publishers, B. C. Weekly Press, Ltd., 342 Pender St. Est. 1923. Subs., $2.00 a year. 10 pages, 2 cols, 12½ inches. Circulation . . . . See Note A.

John Bull Junior. Weekly. Publisher, John Bull Junior, Ltd., 419 Carter-Cotton Bldg. Est. 1920. Saturday. News and Comment. Subs., $3.50 a year, 12 pages, 4 cols., 11¾ inches.

Mt. Pleasant News. Weekly. Publisher, Broadway Printers, 319 Broadway East. Est. 1919. Thursday. Independent. Subs., $2.00 a year. 4 pages, 6 cols., 19 inches. Circulation . . . . . 2M.

Norseman (Norwegian.) Weekly. Publishers, Finsand & Leider, 321 Cambic St. Est. 1911. Wednesday. Independent. Subscription, $1.50 a year. 3 pages, 7 cols., 20 inches.

Oil and Mining Record. Weekly. Publisher, Louis D. Taylor. Est. 1919. Saturday. Oil mining. Sub., $2.00 a year. 4 pages, 6 cols., 20 inches. Circulation . No report

Point Grey Gazette. Weekly. See Marpole, B.C.

Sportsman. Weekly. Publishers, Century Pub. Co., Ltd., P.O. Box 339. Est. 1922. Circulation . No report
100'—$150.00.

Ubyssey. Weekly, during college year. Publishers, Publication Board, University of B.C. Est. 1819. Thursday. University interests. Sub., $2.00 a year. 8 pages, 4 cols., 12 inches by 2¼ inches. **Detailed average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,500**

Western Woman's Weekly. Weekly. Publishers, Western Women's Weekly, 500 Peatty St. Est. 1917. Thursday. Women's Clubs. Subscription, $1.50 a year. 8 to 16 pages, 4 cols., 12 inches. Circulation . . . . No report

SEMI-MONTHLIES

B. C. Financial Times. Semi-monthly. Publisher, Bradford W. Heyer, 510 Hasting St. West. Est. 1914. First and third Saturdays. Finance, insurance and general business. Subscription, $2.00 a year. 24 pages, 2 cols., 10¾ inches. Circulation . . . . . 2M.
One page, one time—$40.00.

British Columbia Farmer. Amalgamated with Farm and Home.

B. C. Ladies' Mirror. Semi-monthly. Publisher, Edith M. Cuppage, 401 Carter-Cotton Bldg. Est. 1913. 1st and 15th of month. Subs., $1.00 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . . See Note A.

Fairplay. Fortnightly. Publishers, Fairplay Publishing Co., Ltd. Est. 1915. Alternate Thursdays. Independent. Subscription, $1.50 a year. 26 pages, 4 cols., 12 inches. Circulation . . . . . 6M.

Mining and Engineering Record. Semi-monthly. Publishers, Technical Press, Ltd. Est. 1895. 15th and 30th of month. Mining, metallurgy and engineering. Subscription, $3.00 a year. 36 pages, 2 cols., 9½ inches by 5 inches. Circulation . . . . . 1¼M.
One page, one time—$50.00.

MONTHLIES

Balance. Monthly. Publishers, Technical & Economic Publications, Ltd., 405 Credit Foncier Bldg. Est. 1920. Industrial and General. Subs., $1.00 a year. 27 pages, 3 cols., 10 inches by 2¼ inches. Circulation . . . No report

VANCOUVER—(Continued)

B. C. Lumberman, formerly Pacific Coast Lumberman. Monthly. Publishers, The B.C. Timber Industries Journal, Ltd., Metropolitan Bldg. Est. 1917. 1st of month. Official organ of the B.C. lumber industry. Sub., $2.00 a year. 100 pages, 9 x 12 inches. Circulation . . . . . 2¾M.
One page, one time—$54.00.

British Columbia Monthly. Monthly. Publishers, The British Columbia Monthly, 1100 Bate St. Est. 1911. Devoted to community service. Subscription, $1.50 a year. 36 pages, 2 cols., 10 inches by 3½ inches.
One page, one time—$50.00.

B. C. Retailer. Monthly. Publishers, Progress Publishing Co., Ltd., Merchants Exchange Bldg. Est. 1909. 20th of month. Retail organization. Subscription, $2.00 a year. 44 pages, 2 cols., 9½ inches. Circulation . . . 1½M.
One page, one time—$50.00.

B. C. Trade Review. Amalgamated with B. C. Retailer.

Canadian Nurse and Hospital Review. Monthly. Publishers, Evans & Hastings. Est. 1905. 15th of month. Nursing. Subscription, $2.00 a year. 128 pages, 8 inches by 4½ inches. Circulation . . . . . 2¼M.
One page, one time—$12.00.

Country Life in British Columbia. Monthly. Publishers, Geo. M. Murray, 615 Pender St. Est. 1915. 6th of month. Horticulture, bee-keeping and poultry. Subscription, $1.00 a year. 24 pages, 3 cols., 10 x 2⅛ ins. Circulation . 5½M.
Rate—20c per line agate flat.

Country Life in B. C. is the only agricultural monthly published in the Province. It is the official organ of the B. C. Fruit Growers' Association, which comprises all the live growers of the province. It is devoted to horticulture, seed growing, honey production, farmers' and women's institute work; initiated certified seed campaign in B.C., the horticultural paradise of North America. (Publisher's Statement.)

Harbour and Shipping and Foreign Trade Review. Monthly. Publishers, Progress Publishing Co., Ltd., Merchants Exchange Bldg. Est. 1918. Shipping and port development. 15th of month. Subscription, $2.00 a year. 48 pages, 2 cols., 10 inches by 3 1-3 inches. Circulation . 1¼M.
One page, one time—$50.00.

Industrial Progress and Commercial Record. Monthly. Publishers, Progress Publishing Co., Ltd., Merchants Exchange Bldg. Est. 1913. First of month. Manufacturing industries. Subscription, $2.00 a year. 28 pages, 2 cols., 10 x 3⅛ inches. Circulation . . . . . 1¼M.
One page, one time—$50.00.

Mining and Engineering Record. Monthly. Publishers, B. A. Haggen. Est. 1895. Mining and Engineering. Subs., $3.00. 32 to 52 pages, 2 cols., 9½ inches.

Motor Travel Monthly. Publisher, W. H. Povah, 1014 Blanshard St. Motoring. 2 cols., 9⅝ inches by 3 1-3 inches.
One page, one time—$50.00.

Nabob. Monthly. Publishers, Kelly, Douglas & Co., Ltd., 367 Water St. Est. 1916. 5th of month. Devoted to the interests of grocery, tobacco and drug trades. Subscription, $1.00 a year. 40 pages, 2 cols., 8½ inches. Circulation . . . . . 2¼M.

Pacific Coast Motorist. Monthly. Publishers, Pacific Coast Motorist, Ltd., 739 Granville St. Est. 1922. 20th of month. Motor trade and auto owners. Subs., $2.00 a year. 48 pages, 3 cols., 10x2 5-16 ins. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form 3,635**
One page, one time—$75.00.

Square. Monthly. Publisher, R. J. Templeton. Est. 1921. Masonic. 1st week of month. Sub., $3.00 a year. 52 pages, 2 cols., 8¼ inches. Circulation . . . . . 3¾M.
One page, one year—$30.00 per insertion.

The Oldest Newspaper on the Pacific Coast

The Daily Colonist

VICTORIA, B.C.
Established 1858

Largest Circulation of any Newspaper in Victoria and Vancouver Island.

Flat Rate 5 1-2 cents per line.

Member of the Audit Bureau of Circulation. Circulation statement furnished on application.

Published in Victoria, the capital city of British Columbia by

The Colonist Printing & Publishing Company,
LIMITED

Canadian Representatives
Montreal—Charles A. Abraham, 232 St. James St.
Toronto—F. W. Thompson, 100 King St. W.

United States Representatives
New York City—David J. Randall, 341 Fifth Ave.
Chicago—C. W. Wallis, 1246 First National Bank Bldg.

VANCOUVER—(Continued)

Western Canada Coal, Iron, Mining, Engineering and Contracting. Monthly. Publishers, Moore Publ. Co., Metropolitan Bldg. Est. 1899. 15th of month. Mining. Subscription, $3.00 a year. 32 pages, 3 cols, 9 inches.

Western Canadian Motorist. Monthly. Publishers, Western Canadian Motorist. Est. 1912. 20th of month. Devoted to the interests of the motor trade and motorists. Subscription, $2.00 a year. 100 pages, 3 cols., 9⅝ inches by 2¼ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form 722**

Western Lumberman. Monthly. Publishers, Business Publications of B. C., Ltd., 106 Winch Bldg. Est. 1903. 1st of month. Lumbering. Sub., $2.00 a year. 64 pages, 2 cols., 12 inches. **Total net paid circulation for 6 months ending June 30th, 1923, as per Publisher's Statement on A.B.C. Form 1,096**

One page, one time—$50.00.

VANDERHOOF, pop. 300. District—Cariboo. 390 miles north of Victoria on the Nechaco River. Railroad—C. N. Bank—Com. Nearby Towns—Stuart 10 miles, McCaul 10 miles. Country adapted for farming, ranching and lumbering. Centre of big game district. Industries—saw mill and power plant.

Nechako Chronicle. Weekly. Publishers, W. J. Rimes. Est. 1920. Saturday. Local. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . No report

100"—$25.00. 400"—$100.00. 1,000"—$250.00.

VERNON, pop. 3,685. District—Yale. 150 miles north east of Vancouver, near the Okanagan Lake. Largest town in the Okanagan district. Railroad—C. P. Banks—Mtl., Roy., Com. Nearby Towns—Enderby 25 miles, Armstrong 15 miles, Lumby 15 miles. Country adapted for farming, dairying and fruit growing. Natural Resources—lumber. Industries—vegetables and fruit canning factories, sash and door factory, evaporating plants, saddlery, vinegar and aerated water works.

News. Weekly. Publishers, Vernon News Printing & Publishing Co., Ltd. Est. 1891. Thursday. Conservative. Subscription, $2.50 a year. 12 to 16 pages, 7 cols., 21¾ inches. Average circulation for year ending Dec. 31st, 1923 . 2,838

100"—$42.00. 400"—$168.00. 1,000"—$420.00.

The value of the better class weekly papers as advertising mediums is becoming more and more recognized by "National" advertisers, because of the fact that such papers go right into the homes, are read by all members of the family, and get the consideration which no other class of publication enjoys. A paper such as The Vernon News, having a large circulation in a splendid district, including almost every home within a reasonable distance, may justly claim to offer exceptional service in this respect. Moreover, as The Vernon News captured the silver cup two years in succession as being the best weekly paper in Canada, it is quite evident that great care is taken to provide good service to both readers and advertisers. The aim of the publishers will at all times be to maintain and improve, where possible, this service. All advertising instructions should specify The Vernon News when thinking of British Columbia. (Publisher's Statement.)

VICTORIA, pop. 38,727. District—Victoria. Capital of the Province, on Vancouver Island, in the Straits of Juan de Fuca. Regular steamers from San Francisco and to Alaska. Daily steamers to Vancouver and points on Puget Sound. Pacific naval station of the Imperial Government. Bank clearings in 1923 were $105,230,102, and custom receipts, $2,662,889. Railroads—Terminus of the V. & S., E. & N., C. P. Banks—Com., Dom., Imp., Mtl., Roy., Union, N.S., Tor. Industries—Albion Stove Works, Ltd.; Bainbridge Lumber Co., Ltd.; sawmill; Baker Brick & Tile Co.; Bissinger & Co. (Inc.), wool and hides; Brackman-Ker Milling Co., Ltd.; British American Paint Co., Ltd.; British Columbia Canning Co., Ltd.; British Columbia Cement Co., Ltd.; British Columbia Electric Railway Co., Ltd.; British Columbia Sheet Metal Works; Cameron Lumber Co., Ltd.;

THE VICTORIA TIMES
EVENING

The Times Occupies
The Premier Position
In City Circulation

THIS is verified by the A.B.C. Publisher's statements. No advertising campaign can be completely succesful in Victoria unless the Times is used.

The Victoria Times is the only evening daily published in Victoria.

The Times is the
Favorite Woman's and
Home Paper in Victoria.

It also makes a strong appeal to Business Interests of all kinds. The various news departments of the Times are particularly aggressive and dominant.

Make the Times your first choice for Victoria.

THE VICTORIA DAILY TIMES

CANADIAN REPRESENTATIVES:
E. J. Guy, Royal Bank Bldg. Toronto, Ont. Frank Calder, 22 St. John St Montreal, P.Q.
UNITED STATES REPRESENTATIVES:
Henry de Clerque, Inc.
5, S. Wabash Ave., Chicago, Ill.
Room 506, 280 Madison Ave., New York.
55 New Montgomery St. (Sharon Bldg.), San Francisco, Cal.
San Fernando Bldg., 4th and Main St., Los Angeles, Cal.

VICTORIA—(Continued)

Canadian Collieries, Ltd.; Canadian Puget Sound Lumber & Timber Co., Ltd.; Catteral, Harry, contractors; Consolidated Whaling Corporation, Ltd.; H. Cooley & Son, sheet metal; Cowichan Creamery Association; Craven Candy Co.; Crystal Spring Water Supply; Gabriola Shale Products, Ltd.; Genoa Bay Lumber Co., Ltd.; Giant Powder Co.; Grimm Bros., carriages; Hamsterley Farm Products, Ltd.; Hudson's Bay Co., furs; W. A. Jameson Coffee Co.; F. Jeune & Bros., Ltd., tents; Jones & Rant, Ltd., wire fencing; Kirk Coal Co., Ltd.; Layritz Nursery Co.; James Leigh & Sons, saw mill; Lemon, Gonnason Co., saw and pulp mill; McCarter Shingle Co.; Angus McKeown, leather; Moore-Whittington Lumber Co., Ltd.; John Mortimer & Son, marble works; Fred. Norris & Sons, trunks; Northwestern Creamery, Ltd.; Ormond's, Ltd., biscuits; Pacific Sheet Metal Works; Parfitt Bros., Ltd.; W. J. Pendray & Sons., Ltd., soap; Producers Rock & Gravel Co., Ltd.; Province Cigar Co.; Quadra Greenhouse Co., Ltd.; Restmore Mfg. Co., Ltd., mattresses; C. W. Rogers, confectionery; Royal Dairy Co.; W. J. Savory, seeds; Shawinigan Lake Lumber Co., Ltd.; Sidney Canning Co., Ltd.; Silver Spring Brewery, Ltd.; Sooke Harbor Fishing and Packing Co., Ltd.; Staneland Co., Ltd., paint; Sylvester Feed Co.; Thorpe & Co., Ltd., aerated water; J. H. Todd & Sons, cannery; Vancouver Island Power Co., Ltd.; Vancouver Milling & Grain Co., Ltd.; Victoria Bed & Mattress Co., Ltd.; Victoria Brick & Tile Co., Ltd.; Victoria Chemical Co., Ltd.; Victoria City Dairy Co., Ltd.; Victoria Machinery Depot Co.; Victoria-Phoenix Brewing Co., Ltd.; Victoria Tug Co., Ltd.; Victoria Tent Factory; Victoria-Vancouver Stevedoring Co., Ltd.; Weiler Auto Supply House; B. Wilson Co., Ltd., smoked meats.

Colonist. Daily. Publishers, Colonist Printing & Publishing Co., Ltd. Est. 1858. Every morning except Monday. Conservative. Subscription, $12.00 a year delivered; $6.00 mail. 16 pages and more, 7 cols., 22 inches. **Total net paid**

VICTORIA—(Continued)

circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form Daily . 9,861
Sundays 12,147
1,000 1.—$55.00. 5.000 1.—$275.00. 10,000 1.—$550.00.

Few cities in Canada show greater proportionate growth since last census than Victoria, which nevertheless is as deeply conservative as it is progressive. The Colonist was Victoria's first daily and is yet its only morning, and issues its only Sunday paper. Its hold on its readers and on local advertisers is justified, as it is kept fully abreast of modern journalistic growth in all its departments. Advertisers seeking the trade of Vancouver Island will find advertising in the Colonist a powerful assistance. (Publisher's Statement.)

New Republic. (Chinese.) Daily. Publishers, New Republic Publ. Co. Est. 1905. Morning. Chinese. Sub., $10.00 a year, 4 cols., 29 inches.

Times. Daily. Publishers, Times Printing & Publishing Co., Ltd. Est. 1884. Evening. Independent. Subscription, $12.00 a year delivered; $6.00 mail. 16 to 36 pages, 8 cols., 20 inches. **Total net paid circulation for six months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 8,737**
1,000 1.—$50.00. 5,000 1.—$250.00. 10,000 1.—$500.00.

The Times is Victoria's only evening paper and its influence with its readers is unusually good because it is essentially a home paper. The circulation, net paid A.B.C. guaranteed audit for 12 mos. ending September 30th, 1923, was 8,922 and is rapidly increasing. No premium or other questionable schemes employed to boost circulation. Every reader pays 5c a copy or $12.00 a year. (Publisher's Statement.)

B. C. Gazette. Weekly. Publishers, Provincial Government. Est. 1863. Thursday. Official. Subscription, $5.00 a year. 50 to 100 pages, 2 cols., 10 inches. Government advertising only.

Agricultural Journal. Monthly. Publishers, Department of Agriculture. Est. 1916. 5th of month. Agricultural. Subscription, $1.00 a year. 32 pages, 3 cols., 9¾ inches. Circulation . . . . . 8½M.
No advertising.

B. C. Orphan's Friend. Monthly. Publisher, Thos. R. Cusac. Est. 1903. Catholic. Sub., $2.00 a year. 2 and 3 cols., 11¾ inches.

B. C. Pharmaceutical Record. Monthly. Publisher, Jos. H. Emery. Est. 1905. First of month. Devoted to the interests of retail pharmacy in Western Canada. Subscription, $1.00 a year. 28 pages, 2 cols., 7 inches by 2½ inches. Circulation . . . . . 1M.
One page, one time—$10.00.

B. C. Teacher. Monthly, except July and August. Publishers, B. C. Teachers' Federation. Est. 1921. 10th of month. Education. Sub., $1.50 a year. 24 pages, 2 cols., 10 x 3½ inches. Circulation . . . . . 2M.
One page, one time—$30.00.

Canadian Poultry World. Monthly. Publishers, Victoria Publishing and Printing Co., 521 Yates St. Est. 1914. 9th of month. Devoted to the interests of poultry, pigeons and pet stock. Subscription, $1.00 a year. 48 pages, 3 cols., 9½ inches. Circulation . . . . . No report
One page, one time—$45.00.

Island Motorist and Georgian Circuit Magazine. Monthly. Publisher, Chas. L. Harris. Est. 1914. 10th of month. Motoring on Vancouver Island. 2 cols., 8 inches. Circulation . . . . . 1½M.
One page, one time—$30.00.

Optimist. Monthly. Publishers, The Optimist Publishing Co., Ltd. Est. 1921. 1st of month. General. Sub., $2.50 a year, 2 cols., 10 inches by 3 1-3 inches.
One page, one time—$100.00.

VICTORIA—(Continued)

Western Methodist Recorder. Monthly. Publishers, Methodist Recorder Printing & Publishing Co., Ltd. Est. 1899. 10th of month. Religious. Subscription, $1.00 a year. 16 pages, 3 cols., 12 inches. Circulation . . No report

WHITE ROCK, pop. ——. District—New Westminster. 33 miles southeast of Vancouver. Railroad—G. N. Nearby Town—New Westminster 19 miles. Bank—Royal. Industries—2 lumber mills.

Surrey Gazette. Weekly. Publisher, J. A. Bates. Est. 1923. Thursday. Independent. Sub., $1.00 a year. Circulation . . . . . See Note A.

The Province of British Columbia in 1924 is more prosperous than ever before. It is a good place to advertise, and its publications are in excellent shape to carry the advertisers' message.

We Can Make Your Advertising More Effective

The advertising agent is in a unique position to observe the successes of various advertising campaigns and to determine the reasons thereof.

It is our business to see that our customers profit from our experience, the result of over a quarter of a century's work.

The
Desbarats Advertising Agency Limited
Montreal - - - - Toronto

MANITOBA

Area—251,823 square miles, of which 19,906 miles are water.

Population—Census 1921	610,118
Urban population, census 1921	261,467
Rural population, census 1921	348,651

Principal Cities—

	Population Census 1921
Winnipeg	179,087
Brandon	15,397
St. Boniface	12,821
Portage la Prairie	6,766

Manitoba is a Province which has long been known for its agricultural development. It has, in addition, a vast northern and eastern territory producing gold, silver and copper, fish, furs and timber. The inland waters of the Province are nearly 20,000 square miles in extent and all of these waters are more or less liberally stocked with several species of valuable fish. The potentialities of the development of its water powers are very great. The Dominion Water Power Branch estimates the water power of Manitoba with maximum development at 5,234,797 h.p. The present installation distributes 159,825 h.p., and allows for an ultimate production of 306,325 h.p.

That diversified farming is becoming more popular every year in Manitoba is evident from a comparison of the value of the wheat production of the Province with the value of other farm and field production. Last year the wheat grown in this Province was little more than one-third the value of the total farm and field products.

Official statistics show that in 1903 the wheat acreage was 2,442,873; in 1923 it was 2,915,910. The oat acreage was 855,431 in 1903, and in 1923, 1,834,504; the barley acreage 326,537 in 1903, and 1,156,212 this year; and the rye acreage, which in 1903 was not worth recording, was 337,528 this year. In this twenty year period the wheat acreage has increased less than 20%, the oats acreage has more than doubled, the barley acreage has more than trebled and rye has become an established crop. The number of horses is two and a half what it was twenty years ago. The same is true of cattle and pigs. There are more than five times as many sheep and the increase in poultry is still greater.

There was hardly a bee-keeper in Manitoba twenty years ago. Now there are many hundred. The Provincial apiarist declares that the prairie flowers are the greatest bee pasturage on the Continent and the quality of honey produced from them second to none.

The Manitoba Farm Loans Association, which loans money secured by first mortgages on improved lands, has furnished approximately $9,000,000 to resident farmers. All loans are on a 30-year amortization plan, the new loaning rate of interest being at 7%.

A powerful Government-owned Radio station, situated at Winnipeg, disseminates news, crop market reports, education and entertainment throughout Manitoba, as well as

spreading publicity in connection with the country over the central states of the U.S.

It is not generally known that three-quarters of the land area of Manitoba is wooded. The chief trees are poplar, jack pine and spruce. Of this, 6,500,000,000 feet board measure are suitable for the manufacture of lumber and 77,000,000 cords for pulpwood, posts, poles and fuel.

The Canadian Pacific Railway yards at Winnipeg are the largest individually owned yards in the world. The largest railway shops in Western Canada, employing thousands of men, are situated nearby in Transcona and West Winnipeg.

BALDUR, pop. 400. District—Souris. 103 miles southwest of Winnipeg. Railroad—C. N. Bank—Union. Nearby Towns— Belmont 10 miles, Greenway 6 miles, Glenboro 12 miles. Country adapted for mixed farming and stock raising. Industries—lumber yard and four elevators.

Gazette. Weekly. Publisher, Frederick Stevens. Est. 1898. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols, 19½ inches. Circulation . . No report

BEAUSEJOUR, pop. 994. District—Springfield. 35 miles east of Winnipeg. Railroad—C. P. Bank—Royal. Country adapted for mixed farming and grain growing. Industries—creamery and flour mill.

News. Weekly. Publishers, Westran & Son. Est. 1920. Friday, Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . No report

BELMONT, pop. 300. District—Souris. 127 miles southwest of Winnipeg. Railroad—C. N. Bank—Mtl. Colleges, etc.—Consolidated School. Nearby Towns—Baldur 10 miles, Hartney Junction 4 miles. Country adapted for wheat growing, mixed farming and cattle raising. Industries—creamery, lumber yard and chopping mill.

News. Weekly. Publisher, D. G. McFarlane. Est. 1903. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Circulation . . . . ¼M.

One section of above is headed Ninette News.

BINSCARTH, pop. 339. District—Marquette. 191 miles west of Winnipeg, 10 miles from the Saskatchewan boundary. Railroad—C. P. Bank—Roy. Nearby Towns—Foxwarren 9 miles, Birtle 18 miles. Country adapted for wheat growing, cattle and hog raising. Industries—lumber yard and grain elevators.

Express. Weekly. Publishers, Cockburn, Son & Co. Est. 1910. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . ½ M.

Section of above is headed Foxwarren News.

100"—$20.00. 400"—$80.00. 1,000"—$200.00.

BIRTLE, pop. 560. District—Marquette. 194 miles west of Winnipeg, on the Bird Tail Creek. Railroad—C. P. Bank—Union. Colleges, etc.—Intermediate School, Indian Industrial School. Nearby Towns—Foxwarren, 8 miles, Lazare 10 miles. Country adapted for mixed farming and stock raising. Industries—municipal phone system, civic acetylene light plant, cheese factory, machine shops, cement block works, lumber yard and four elevators.

Eye Witness. Weekly. Publisher, E. J. Wilson. Est. 1891. Tuesday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols, 19 inches. Circulation . . No report

BOISSEVAIN, pop. 825. District—Souris. 162 miles southwest of Winnipeg, in the Turtle Mountain region. Railroads —C. P., G. N. Banks—Dom., Union. Colleges, etc.—High School. Nearby Towns—Fairburn 6 miles, Ninga 8 miles. Country adapted for wheat growing and live stock raising. Industries—grain elevators, machine works, flour mills, municipal electric power plant and lumber yards.

BOISSEVAIN—(Continued)

Recorder. Weekly. Publishers, Boissevain Printing Co. Est. 1899. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 20½ inches. Circulation . ¾ M.
One section of above is headed Ninga News.

BRANDON, pop. 15,397. District—Brandon. 133 miles west of Winnipeg, on the Assiniboine River. Railroads—C. P., C. N., G. N. Banks—Mtl., Com., Dom., Imp., Roy., Union. Nearby Towns—Roseland 7 miles, Asylum 3 miles, Rattray 12 miles. The Inter-Provincial Fair, held in Brandon every summer, is the largest annual gathering of farmers in Western Canada, the attendance being over eighty thousand; the Winter Fair is the most important winter exhibition of live stock in all Canada. The Grain Growers' Association of Manitoba always hold their annual conventions in Brandon, and the Government Experimental Farm attracts farmers from all parts of the Province. Colleges, etc.—Indian Industrial School, Provincial Normal School, Provincial Training School, Collegiate Institute and eight Public Schools. The Provincial Insane Asylum and Court House and Gaol are located here. The city is lighted by electricity, and the business streets are paved with asphalt. Brandon has eleven miles of street car tracks, twenty-eight miles of granolithic sidewalks, thirty miles of graded and gravelled streets, seventeen miles of boulevarded streets and four miles of asphalt pavement. The city is the centre of a rich agricultural district which includes over 285 small towns and villages. Industries—Barclay & O'Hara, lumber; Bourke & Co., tannery; Brandon Brewing & Bottling Co., Ltd.; Brandon Cigar Co., Ltd.; Brandon Creamery & Supply Co., Ltd.; Brandon Fire Engine Co., Ltd.; Brandon Hardware Co.; Canadian Stover Gasoline Engine Co., Ltd.; H. W. Cater, pumps; Crescent Creamery Co., Ltd.; Currie Mfg. & Lumber Co.; Empire Brewing Co., Ltd.; Manitoba Hardware & Lumber Co. Ltd.; McDiarmid, A. R., Ltd., planing mill; A. E. McKenzie & Co., Ltd., seeds; McGreary, W. W., implements; North West Pump Co.; Patmore Nursery Co.; Pioneer Fruit Co., Ltd.; Rumford Laundry, Ltd.; Scott Fruit Co., Ltd.; Somerville & Co., marble works; Townley Lightning Arrester & Electrical Co., Ltd.; Tungeland Creamery Co.; Western Canada Flour Mills Co., Ltd.; The Wheat City Tannery, Ltd.; Geo. White & Sons Co., Ltd., threshing machinery; Yates Neale Co., tinsmiths.

Sun. Daily. Publishers, Sun Publishing Co., Ltd. Est. 1883. Evening. Conservative. Subscription, carrier, $5.20; mail $4.00. 8 to 16 pages, 7 cols, 20½ inches. **Average detailed sworn circulation for year ending Dec. 31, 1923 4.580**
1,000 l.—$25.00. 5,000 l.—$125.00. 10,000 l.—$250.00.

Sun. Weekly. Publishers, Sun Publishing Co., Ltd. Est. 1882. Thursday. Conservative. Subscription, $1.50 a year. 8 to 16 pages, 7 cols, 20½ inches. Circulation . 2¾M.
1,000 l.—$20.00. 5,000 l.—$100.00. 10,000 l.—$200.00.

Canadian Aberdeen-Angus Recorder. Quarterly. Publishers, Canadian Aberdeen-Angus Assn. Est. 1921. Aberdeen-Angus stock. Subscription, 50c. a year. 56 pages, 3 cols., 10½ inches.

CARBERRY, pop. 794. District—Neepawa. 102 miles west of Winnipeg. Railroads—C. P., C. N. Banks—Mtl., Com., Union. Colleges, etc.—High School. Nearby Towns—Wellwood 13 miles, Sidney 12 miles. Country adapted for wheat raising and mixed farming. Market town of excellent wheat district. Industries—two elevators, creamery, lumber yards,

News-Express. Weekly. Publisher, James L. Cowie. Est. 1886. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . ½M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

CARMAN, pop. 1,591. District—Macdonald. 50 miles southwest of Winnipeg, on the Boyne River. Railroads—C. P., C. N. Banks—Com., Union. Nearby Towns—Graham 6 miles, Roland 11 miles. Country adapted for wheat growing and mixed farming. Industries—saw, grist, flour and

CARMAN—(Continued)
chopping mills, three grain elevators, marble works, machine shop, brick yards and creamery, hydro-electric power and municipal waterworks.

Dufferin Leader. Weekly. Publishers, Leader Printing Co., Ltd. Est. 1898. Thursday. Independent. Subscription, $1.50 a year. 8 to 16 pages, 7 cols., 20 inches. Circulation . . . . . ¾ M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

CARTWRIGHT, pop. 400. District—Souris. 140 miles southwest of Winnipeg. Railroad—C. P. Bank—Tor. Nearby Towns—Clearwater 17 miles, Enterprise 11 miles. Country adapted for wheat growing and stock raising. Industries—creamery, elevator and lumber yards.

Southern Manitoba Review. Weekly. Publishers, Wallace Bros. Est. 1899. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . No report

CRYSTAL CITY, pop. 500. District—Lisgar. 130 miles southwest of Winnipeg. Railroad—C. P. Bank—Union. Nearby Towns—Purves 9 miles, Clearwater 4 miles, Pilot Mound 5 miles. Country adapted for wheat growing, mixed farming, horse and cattle raising. Industries—grain elevators and lumber yards. Port of entry with Customs office.

Courier. Weekly. Publishers, Courier Publishing Co. Est. 1898. Thursday. Independent. Subscription, $2.00 a year, 8 pages, 6 cols., 20 inches. Circulation . . ¼M.

DAUPHIN, pop. 3,885. District—Dauphin. 175 miles northwest of Winnipeg. Divisional point, C. N. Banks—Com., N.S., Union, Roy., Mtl. Colleges, etc.—Collegiate Institute. Nearby Towns—Sifton 16 miles, Gilbert Plains 20 miles. Country adapted for wheat growing and farming. Natural Resources—lumber and fish. Industries—T. A. Burrows, lumber; Crescent Creamery Co.; Craig Bros., contractors; J. J. Crowe Co., Ltd., lumber; Crown Bottling Works; Dauphin Milling & Creamery Co.; Dominion Produce Co., Ltd.; McDonald & Oliphant, grocers and hardware; Charles B. Steen, planing mill; Sutherland-Stelck Hardware & Implement Co., Ltd.

Herald and Press. Weekly. Publishers, Dauphin Herald Co., Ltd. Est. 1896. Thursday. Independent. Subscription, $2.00 a year. 10 pages, 7 cols., 22 inches. Circulation . 2¼M.
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

Progress—Amalgamated with Herald and Press.

DELORAINE, pop. 685. District—Souris. 202 miles southwest of Winnipeg, about 12 miles from the boundary line. Railroads—C. P., C. N. Banks—Dom., Union. Colleges, etc.—High School. Nearby Towns—Goodlands 10 miles, Medora 10 miles. Country adapted for general farming. Natural Resources—coal. Industries—five elevators, flour mill, lumber yard, foundry and motor works.

Times and Waskada News. Weekly. Publisher, George & Watson. Est. 1887. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19 inches. **Average sworn circulation for the year ending Dec. 31st, 1923 . 622**
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

ELGIN, pop. 300. District—Souris. 147 miles southwest of Winnipeg. Railroad—C. N. Bank—Com. Nearby Towns—Hartney 12 miles, Underhill 5 miles. Country adapted for wheat growing and mixed farming. Industry—lumber yard and planing mill.

Lancet. Weekly. Publisher, W. A. Bourns. Est. 1918. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . ½M.
Published at Hartney, Man.

ELKHORN, pop. 534. District—Brandon. 185 miles west of Winnipeg. Railroad—C. P. Bank—Com. School—Imperial R. Soldiers' Farm Instruction School. Nearby Towns—Hargrave 8 miles, Kirkella 8 miles. Country adapted for wheat growing and mixed farming. Industries—roller, chop and flour mills, creamery, three grain elevators, cement pipe manufacturing plant and two lumber yards.

Mercury. Weekly. Publisher, Fred. C. Norris, Esq. Est. 1908. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . No report

EMERSON, pop. 895. District—Provencher. 65 miles south of Winnipeg, on the Red River. Railroads—C. P., C. N., G. N., M. St. P. & S. S. M. Point of junction of Jefferson Highway and Meridian Road. Bank—N. S. Nearby Towns—Dominion City 10 miles, Ridgeville 15 miles. Country adapted for grain growing, mixed farming and dairying. Industries—cement block plant, lumber yard and elevator.

Journal. Weekly. Publisher, W. B. Ballantyne. Est. 1896. Friday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . . ½ M.
100"—$20.00. 400"—$60.00. 1,000"—$150.00.

FOXWARREN, pop. 277. District—Marquette. 187 miles west of Winnipeg. Railroad—C. P. Bank—Com. Nearby Towns—Birtle 8 miles, Chillon 6 miles. Country adapted for stock raising and grain growing. Industries—elevators and lumber yards.

News. Weekly. See the Binscarth Express, of which it forms part.

GILBERT PLAINS, pop. 737. District—Dauphin. 190 miles northwest of Winnipeg, on the Valley River. Railroad—C. N. Banks—Com., Ster. Nearby Towns—Siding 3 miles, Ashville 8 miles, Grandview 10 miles. Country adapted for wheat growing, mixed farming and ranching. Natural Resources—brick clay and marl in the neighborhood. Industries—lumber yards, creamery and brick manufacturing plant.

Maple Leaf. Weekly. Publisher, B. R. Whelon. Est. 1901. Thursday. Independent. Subscription,$2.00 a year. 4 pages, 8 cols., 19¾ inches.

GLADSTONE, pop. 832. District—Neepawa. 93 miles northwest of Winnipeg. Railroads—C. P., C. N. Banks—Mtl., Com. Nearby Towns—Portage 35 miles, Neepawa 27 miles. Country adapted for mixed farming and grain growing. Industries—brick and lumber yards, flour mill, machine shop, door factory and elevators.

Age. Weekly. Publisher, R. C. Fahrni. Est. 1884. Thursday. Independent. Subscription, $2.00 a year. 4 pages, 7 cols., 22 inches. Circulation . . . . ¾M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

GLENBORO, pop. 550. District—Macdonald. 103 miles southwest of Winnipeg. Railroad—C. P. Banks—Roy., Union. Nearby Towns—Stockton 8 miles, Cypress River 10 miles. Country adapted for farming and stock raising. Industries—grist and saw mills, 3 garages, lumber yard and elevators.

Western Prairie Gazette. Weekly. Publisher, G. J. Oleson. Est. 1892. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 7 cols., 21¾ inches.

GRANDVIEW, pop. 846. District—Dauphin. 185 miles northwest of Winnipeg, on the Valley River, between Riding and Duck Mountains. Railroad—C. N. Banks—Tor., Com. Nearby Towns—Gilbert Plains 10 miles, Dauphin 30 miles. Country adapted for mixed farming and lumbering. Natural Resources—lumber. Industries—lumber yards, chop mills, elevators, machine shop and woodworking factory.

GRANDVIEW—(Continued)

Exponent. Weekly. Publisher, A. G. Graham. Est. 1901. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18¼ inches. Circulation . . No report

HAMIOTA, pop. 609. District—Marquette. 157 miles west of Winnipeg. Railroad—C.P. Banks—Com., Union. Nearby Towns—Crandall 10 miles, Pope 7 miles. Country adapted for mixed farming. Industries—grist and flour mills, two lumber yards and elevators.

Echo. Weekly. Publishers, Echo Publishing Co. Est. 1902. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . ½M.

HARTNEY, pop. 576. District—Souris. 157 miles southwest of Winnipeg, on the Souris River. Railroads—C. P., C. N. Banks—Union, Mtl. Nearby Towns—Souris 20 miles, Elgin 12 miles. Country adapted for wheat growing and mixed farming. Industries—brick plant, two lumber yards, six elevators, creamery and machine shop.

Star. Weekly. Publisher, W. A. Bourns. Est. 1892. Thursday. Independent. Subscription, $2.00 a year. 4 pages, 6 cols., 20 inches. Circulation . . . . ½ M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

HOLLAND, pop. 450. District—Macdonald. 86 miles southwest of Winnipeg. Railroad—C. P. Bank—Union. Colleges, etc.—Agricultural High School. Nearby Towns — Treherne 8 miles, Cypress River 10 miles. Country adapted for wheat growing, general farming and dairying. Natural Resources—cordwood. Industries—grist mill, lumber yard, grain elevators and machine shop.

News. Weekly. Publisher, E. Hartland. Est. 1892. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 5 cols., 18 inches. Circulation . . No report

KILLARNEY, pop. 871. District—Souris. 155 miles southwest of Winnipeg. Railroad—C. P. Banks—Com., Union. Nearby Towns—Holmfield 8 miles, Enterprise 10 miles. Country adapted for wheat growing and mixed farming. Industries—cement works, electric light plant, creamery, flour mills and two lumber yards.

Guide. Weekly. Publisher, J. H. Monteith. Est. 1896. Thursday. Independent. Subscription, $1.50 a year. 4 to 8 pages, 7 cols., 22 inches. Circulation . . . ¾M.
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

LANGRUTH, pop. 200. District—Neepawa. 80 miles northwest of Winnipeg. Railroad—C. N. Bank—Roy. Nearby Towns—Hollywood 4 miles, Gladstone 19 miles. Country adapted for farming, fishing and ranching. Industries—lumber yards.

Herald. Weekly. Publishers, Graphic-Liberal Printing Co., Ltd., Portage la Prairie, Man. Est. 1914. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 6 cols., 20 inches. Circulation . . . . . ¼M.
Published in Portage la Prairie as part of Manitoba Liberal.

LE PAS. See The Pas.

MACGREGOR, pop. 600. District—Neepawa. 77 miles west of Winnipeg. Railroads—C. P., C. N. Banks—Mtl., Imp. Nearby Towns—Bagot 7 miles, Austin 7 miles. Country adapted for wheat growing and mixed farming. Industries—creamery, woodworking factory, chopping mill, and three elevators.

Herald. Weekly. Publisher, H. T. Trethewey. Est. 1896. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. Average circulation for year ending Dec. 31st, 1923 700
100"—$30.00. 400"—$100.00. 1,000"—$200.00.

MANITOU, pop. 618. District—Lisgar. 102 miles southwest of Winnipeg. Railroad—C. P. Banks—Com., Union. Colleges, etc.—High School, Normal Training School. Nearby Towns—La Riviere 6 miles, Darlingford 7 miles. Country adapted for mixed farming and cattle raising. Natural Resources—oil, clay and coal oil deposits. Natural gas discovered in large quantities nearby. Industries—brick works, four grain elevators, planing and grist mills, two lumber yards, four garages, woodworking factory and creamery.

Western Canadian. Weekly. Publisher, R. Thornton. Est. 1900. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. Circulation . . ¾M.

McCREARY, pop. 100. District—Neepawa. 120 miles northwest of Winnipeg on Dauphin-Portage la Prairie Branch C.N.R. Bank—Union. Nearby Towns—Norgate 10 miles, Laurier 13 miles. Country adapted for grain growing.

Times. Weekly. Publisher, P. E. Lacey. Est. 1920. Thursday. Independent. Subscription, $2.00 a year. 4 to 6 pages, 5 cols., 18 inches. Circulation . . . . . ¼M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

MELITA, pop. 676. District—Souris. 181 miles southwest of Winnipeg, on the Souris River. Railroad—C. P. Banks—Roy., Union. Colleges, etc.—High School. Nearby Towns—Elva 8 miles, Napinka 7 miles. Country adapted for wheat growing and stock raising. Headquarters, South Western Manitoba Corn Growers' Assn. Industries—flour mills, lumber and coal yards, four elevators, machine shop, cement block works and creamery.

New Era. Weekly. Publisher, W. D. Ketcheson. Est. 1915. Thursday. Independent. Subscription, $2.00 a year. 6 to 8 pages, 5 cols., 18 inches. Circulation . . ¾ M.
100"—$25.00. 400"—$80.00. 1,000"—$180.00.

MIAMI, pop. 450. District—Macdonald. 83 miles southwest of Winnipeg, at foot of Pembina Mts. Railroad—C. N. Bank—Com. Nearby Towns—Roland 13 miles, Rosebank 6 miles. Country adapted for wheat growing and stock raising. Industries—two elevators, butter factory and lumber yards.

Herald. Weekly. Publisher, J. W. Petch. Est. 1903. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . . No report

MINIOTA, pop. 250. District—Marquette. 170 miles west of Winnipeg. Nearby Towns—Rea 4 miles, Arrow River 10 miles. Railroads—C. N., C. P. Bank—Royal. Country adapted for mixed farming.

Herald. Weekly. Publisher, R. M. Oliver. Est. 1919. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 22 inches.

MINNEDOSA, pop. 1,505. District—Marquette. 131 miles northwest of Winnipeg, on Little Saskatchewan River. Centre of Northern Judicial District. Divisional point, C.P.R. Banks—Com., Union. Colleges, etc.—Collegiate Institute. Nearby Towns—Franklin 8 miles, Rapid City 13 miles. Country adapted for wheat growing and mixed farming. Summer resort. Industries—railway shops, three elevators, two lumber yards and two garages.

Tribune. Weekly. Publisher, A. Crossley. Est. 1883. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 7 cols., 22 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 916**
100"—$35.00. 400"—$140.00. 1,000"—$350.00.

Advertisers requiring publicity in this rich farming district and active railway divisional point, find a suitable medium in the Minnedosa Tribune, established 1883, largely because of its satisfactory service to agencies. Rate card, including intensive circulation, on request. (Publisher's Statement.)

MINTO, pop. 200. District—Souris. 155 miles southwest of Winnipeg. Railroads—C. N., G. N. Bank—Union. Nearby Towns—Boissevain 13 miles, Margaret 8 miles. Country adapted for wheat growing. Industries—lumber yards and grain elevator.

Packet. Weekly. Publishers, W. A. Bourns. Est. 1907. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ½M.
Published at Hartney, Man.

MORDEN, pop. 1,268. District—Lisgar. 67 miles southwest of Winnipeg, on the Cheval Creek. Railroads—C. P., G. N. Bank—Union. Nearby Towns—Winkler 7 miles, Thornhill 7 miles, Brown 12 miles. Country adapted for wheat and fruit growing and mixed farming. Industries—three large elevators, lumber yards, flour, roller and chopping mills, tannery, creamery, pump, machine and marble works. Dominion Experimental Farm located here.

Times. Weekly. Publisher, F. F. Forneri. Est. 1911. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . ½M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

MORRIS, pop. 796. District—Provencher. 39 miles south of Winnipeg, on the Red River. Railroads—C. P., C. N., G. N., N. P. Banks—Mtl., Union. Nearby Towns—Trump 4 miles, Moyers 4 miles. Country adapted for wheat growing, mixed farming and stock raising. Industries—brick works, lumber yards, four elevators and two machine shops.

Herald. Weekly. Publisher, S. C. Ward. Est. 1882. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 5 cols., 18 inches. Circulation . . . . No report

NEEPAWA, pop. 1,887. District—Neepawa. 117 miles northwest of Winnipeg, on the White Mud River. Railroads—C. P., C. N. Banks—Com., Mtl., Union. Colleges, etc.—High School. Nearby Towns—Minnedosa 18 miles, Carberry 30 miles. Country adapted for wheat growing and stock raising. Natural Resources—lumber, indication of gas and oil. Industries—flour, chop, oatmeal and planing mills, brick and marble works, creameries, C. N. R. roundhouse and repair shops.

Press. Semi-weekly. Publishers, Neepawa Press Co., Ltd. Est. 1896. Tuesday and Friday. Liberal. Subscription, $2.00 a year. 4 pages, 6 cols., 20 inches. Circulation . . . . . 1¾M.
100"—$35.00. 400"—$120.00 1,000"—$300.00.

Register. Weekly. Publishers, Neepawa Printing & Publishing Co., Ltd. Est. 1885. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19½ inches. Circulation . . . . . 1¼ M.
100"—$16.00. 400"—$64.00. 1,000"—$160.00.

The Register, with its sworn circulation of 1,100 readers, covers a clientele in and around Neepawa which is not reached by any other publication. It is essentially the home paper of Neepawa, and its subscribers are prosperous, up-to-date, progressive readers. They are not only willing, but so situated financially that they are in a position to buy advertised goods. The Register is well worth considering in your advertising appropriations. (Publisher's Statement.)

NINETTE, pop. 175. District—Souris. 118 miles southwest of Winnipeg. Railroad—C. N. Nearby Towns—Belmont 10 miles, Dunrea 5 miles. Country adapted for wheat growing and mixed farming.

News. Weekly. See Belmont News, of which it forms part.

NINGA, pop. 300. District—Souris. 175 miles southwest of Winnipeg. Railroad—C. P. Bank—Union. Colleges, etc. —High School. Nearby Towns—Boissevain 8 miles, Rhodes 5 miles. Country adapted for mixed farming. Industries—elevators and lumber yards.

NINGA—(Continued)

News. Weekly. See Boissevain Recorder, of which it forms part.

OAK LAKE, pop. 500. District—Brandon. 157 miles west of Winnipeg. Railroads—C. P. Bank—Mtl. Colleges, etc. —Intermediate School. Nearby Towns—Virden 15 miles, Griswold 7 miles. Country adapted for mixed farming and ranching. Industries—grist and flour mills, carriage works, two lumber yards, elevators and machine shop.

News. Weekly. Publishers, Thomas R. Hogg & Sons. Est. 1899. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches.

OAK RIVER, pop. 225. District—Marquette. 147 miles west of Winnipeg. Railroad—C. P. Bank—Mtl. Nearby Towns—Hamiota 10 miles, Rapid City 17 miles. Country adapted for mixed farming, grain growing and stock raising.

Post. Weekly. Publisher, E. T. Hardman. Est. 1912. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . ¼ M.
100"—$20.00. 400"—$72.00. 1,000"—$180.00.

OAKVILLE, pop. 100. District—Macdonald. 43 miles west of Winnipeg. Railroad—C. N. Nearby Towns—Portage la Prairie 13 miles, Gervais 4 miles. Country adapted for mixed farming.

Standard. Weekly. Publisher, Graphic-Liberal Printing Co., Ltd., Portage la Prairie. Est. 1917. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 6 cols., 20 inches. Circulation . . . . . ¼M.
Published in Portage la Prairie as part of Manitoba Liberal.

PILOT MOUND, pop. 483. District—Lisgar. 94 miles southwest of Winnipeg. Railroad—C. P. Bank—Tor. Colleges, etc.—High School and Public School combined. Nearby Towns—Crystal City 5 miles, Clearwater 10 miles. Country adapted for wheat growing and mixed farming. Industries—four grain elevators, electric light plants and lumber yard.

Sentinel. Weekly. Publisher, Ronald W. Tuckwell. Est. 1884. Thursday. Independent. Subscription, $1.50 a year. 6 pages, 6 cols., 20 inches. Circulation . . ½ M.
100"—$30.00. 400"—$100.00. 1,000"—$250.00.

PLUMAS, pop. 350. District—Neepawa. 106 miles northwest of Winnipeg. Railroad—C. N. Bank—Roy. Nearby Towns—Gladstone 16 miles, Glenella 16 miles. Country adapted for farming. Industries—lumber yard, and two grain elevators.

Standard. Weekly. Publisher, W. H. King. Est. 1905. Friday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . No report

PORTAGE LA PRAIRIE, pop. 6,766. District—Portage la Prairie. 53 miles west of Winnipeg. Leading railway and industrial centre. Railroads—C. P., C. N. and G. N. Banks —Mtl., N. S., Tor., Com., Imp. Colleges, etc.—Collegiate Institute, Business College, Indian School and Provincial Training School. Nearby Towns—Dunn 8 miles, Lake Manitoba, a popular summer resort, 15 miles. Country adapted for farming. Natural Resources—sand and clay. Industries—Canadian Corrugated Pipe Co., Ltd.; Cockshutt Plow Co., Ltd.; Corona Lumber Co., Ltd.; Forsythe Elevator Co., Ltd.; Gibb & McCraig, lumber; Lake of the Woods Milling Co., Ltd.; McCaig & Ellwood, contractors; Metcalfe Milling Co., Ltd.; Portage Fruit Co., Ltd.; Portage Soda Water Works; Premier Grain Elevator Milling Co., Ltd.; Scott Saddlery Co., Ltd.; A. Snyder & Co., Ltd., mfrs. brick.

Graphic. Daily. Publishers, Graphic Liberal Printing Co., Ltd. Est. 1895. Evening. Liberal. Subscription, $4.00 a year, 6 to 8 pages, 6 cols., 20 inches. Average circulation

PORTAGE LA PRAIRIE—(Continued)
for year ending Dec. 31st, 1923 1,500
100"—$22.00. 400"—$88.00. 1,000"—$220.00.

The Graphic is the only daily published in Portage La Prairie—the first important city west of Winnipeg. With a population of almost 7,000 people, and a settled, well-populated large area of farming country surrounding, Portage La Prairie offers a fertile field for the advertiser. Every day the Graphic, with its 1,500 circulation, is read in practically every home. Ninety percent. of its news is local, which, of course, adds to its advertising value. The Manitoba Liberal is the weekly edition of the Graphic, and has a circulation of 1,300. The Oakville Standard and Langruth Herald are also published weekly, and cover their respective districts; the circulation of each is 300. (Publisher's Statement.)

Manitoba Liberal. (Weekly edition of Graphic). Publishers, Graphic Liberal Printing Co., Ltd. Est. 1833. Thursday. Liberal. Subscription, $1.50 a year. 8 to 12 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31, 1923 1,300
100"—$22.00. 400"—$88.00. 1,000"—$220.00.
Publishes as editions of above the Herald, Langruth, Man., and the Standard, Oakville, Man.

RAPID City, pop. 571. District—Marquette. 132 miles northwest of Winnipeg, on the Little Saskatchewan River. Railroads—C. P., C. N. Bank—Union. Nearby Towns—Minnedosa 18 miles, Riverdale 7 miles, Brandon 21 miles. Country adapted for agriculture. Industries—creamery, machine shop, elevator and lumber yards.

Reporter. Weekly. Publisher, Cooper Stone. Est. 1890. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 17¾ inches.

RESTON, pop. 500. District—Brandon. 182 miles west of Winnipeg. Railroad—C. P. Bank—Mtl. Nearby Towns—Ewart 8 miles, Belleview 11 miles. Country adapted for wheat growing and hog raising. Industries—two lumber yards, four elevators and woodworking factory.

Recorder. Weekly. Publisher, F. Manning. Est. 1905. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 6 cols., 20 inches. Circulation . . . .¾M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00

RIVERS, pop. 857. District—Brandon. 139 miles west of Winnipeg, on the Little Saskatchewan River. Railroad—C. N. Bank—Com. Nearby Towns—Rapid City 12 miles, Brandon 18 miles. Country adapted for wheat growing and mixed farming. Natural Resources—sand and gravel. Industries—lumber yards and elevator.

Gazette. Weekly. Publisher, Thomas W. Offen. Est. 1908. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . No report

ROBLIN, pop. 617. District—Marquette. 209 miles northwest of Winnipeg. Railroad — C. N. Bank — Union. Largest consolidated school district in the west. Nearby Towns—Grandview 30 miles, Deepdale 8 miles. Country adapted for general farming. Industries—two lumber yards, flour mill and four elevators.

Review. Weekly. Publisher, Herbert J. Bowley. Est. 1912. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 19¾ inches. Circulation . . . ¾M.
100"—$23.00. 400"—$72.00. 1,000"—$180.00.

ROLAND, pop. 500. District—Macdonald. 67 miles southwest of Winnipeg. Railroads—C. N., G. N. Banks—Com., Union. Colleges, etc.—Intermediate and High Schools. Nearby Towns—Rosebank 8 miles, Myrtle 5 miles. Country adapted for farming, dairying and stock raising. Industries—grain elevators, lumber and stock yards.

News. Weekly. Publisher, H. G. Franklin. Est. 1898. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . , No report.

RUSSELL, pop. 696. District—Marquette. 222 miles northwest of Winnipeg. Railroads—C. P., C. N. Banks—Mtl., Union. Colleges, etc.—High School, Public School. Nearby Towns—Binscarth 12 miles, Endcliffe 7 miles. Country adapted for mixed farming. Industries—chop and planing mills, two lumber yards, creameries, elevators and cement block plant.

Banner. Weekly. Publisher, Jos. McIntyre. Est. 1900. Thursday. Independent. Subscription, $1.50 a year. 4 to 6 pages, 6 cols., 19¾ inches. Circulation . . . ¾M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

ST. BONIFACE, pop. 12,821. District—Springfield, opposite Winnipeg, on the Red River. Railroads—C. P., C. N. Banks—Hoch., Dom., Roy., Tor., Union. Colleges, etc.—R. C. College and Convent. Seat of the Roman Catholic Archbishop of the Province. Industries—Acme Sash & Door Co., Ltd.; Canadian Carbonate Co., Ltd.; H. Contant, macaroni; Cusson Lumber Co., Ltd.; Dowse Sash & Door Co., Ltd.; Farmers' Packing Co., Ltd.; International Laboratories, Ltd.; Lavoie & Co., aerated waters; J. Marion, brick; Marius & Co., macaroni; Martin Senour Co., Ltd., paint; Progress Construction Co., Ltd.; Soubry Grain & Feed Co.; Toupin Coal & Wood Co.; Union Abattoir, Ltd.; Western Stone Co., Ltd.; Winnipeg Packers ,meat.

Manitoba. (French). Weekly. Publisher, A. Gauvin. Est. 1871. Wednesday. Conservative. Subscription, $1.00 a year. 4 pages, 7 cols., 22¼ inches. Circulation . 3¼ M.
100"—$40.00. 400"—$160.00. 1,000"—$400.00.

Norwood Press and St. Boniface News. Weekly. Publisher, Mrs. M. E. Dunbar. Est. 1910. Thursday. Independent. Free distribution. 4 pages, 4 cols., 18 inches. Circulation . . . . . 2½M.

Presse de St. Boniface. (French.) Weekly. Publisher, A. C. de la Laude. Est. 1923. Thursday. Independent. Free distribution. 4 pages, 5 cols., 20 inches.

L'Ami du Foyer. (French). Monthly. See Winnipeg.

Les Cloches. (French). Monthly. See Winnipeg.

ST. JAMES. Suburb of Winnipeg.

Leader. Weekly. Publishers, Murphy Bros. Est. 1913. Friday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols., 17½ inches.

SELKIRK, pop. 3,726. District—Selkirk. 23 miles north of Winnipeg, on the Red River. Head of Lake Winnipeg navigation. Railroads—C. P., W. S. & L. W. Banks—Dom., Mtl. Colleges, etc.—3 Public Schools, Collegiate. Nearby Towns—Fort Garry 8 miles, Stonewall 20 miles, Beausejour 18 miles. Country adapted for wheat growing, mixed farming and dairying. Natural Resources—fish and lumber. Industries—F. W. Hooker, lumber; Manitoba Rolling Mills Co., Ltd.; Manitoba Steel Foundries, Ltd.; Moody & Son, flour and feed; Northern Fish Co., Ltd.; Wm. Robinson Co., Ltd.; lumber; Selkirk Machine Works; G. D. Simpson, boxes; Winnipeg Fish Co., Ltd.

Record. Weekly. Publisher, Robert W. Stewart. Est. 1885. Thursday. Independent. Subscription, $2.00 a year. 4 pages, 6 cols., 20 inches. Circulation . . . . ¾M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

SHOAL LAKE, pop. 673. District—Marquette. 158 miles northwest of Winnipeg, on Shoal Lake. Railroad—C. P. Bank—Union. Nearby Towns—Birtle 21 miles, Oakburn 9 miles, Kelloe 10 miles. Country adapted for wheat growing and mixed farming. Industries—elevators, creameries, cement block plant, saw mill, carriage works and lumber yard.

SHOAL LAKE—(Continued)

Star. Weekly. Publisher, W. Stone. Est. 1898. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 18 inches. Average circulation for year ending Dec. 31st, 1923 750

100"—$18.00. 400"—$60.00. 1,000"—$150.00.

SOMERSET, pop. 350. District—Macdonald. 87 miles southwest of Winnipeg. Railroad—C. N. Divisional Point. Bank—Roy. Nearby Towns—Altamont, 8 miles, Swan Lake 7 miles, Treherne 15 miles. Country adapted for mixed farming and wheat growing. Industries—three elevators, machine shop and creamery.

Somerset News, Swan Lake Echo, and Altamont Chroicle. Weekly. Publisher, Bassett Langridge. Est. 1915. Thursday. Independent. Subscription, $1.50 a year. 4 pages, and more, 6 cols., 19½ inches. Average circulation for year ending December 31st, 1923 500

100"—$25.00. 400"—$60.00. 1,000"—$150.00.

SOURIS, pop. 1,710. District—Brandon. 142 miles west of Winnipeg, on the Souris River. Railroad—C. P. Banks—Mtl., Union. Colleges, etc.—Public School, Collegiate. Nearby Towns—Carroll 7 miles, Hartney 15 miles. Country adapted for fruit growing and mixed farming. Industries—flour and planing mills, furniture factory, elevators, foundry, lumber yards and creamery.

Plaindealer. Weekly. Publisher, G. A. McMorran. Est. 1892. Wednesday. Independent. Subscription, $2.00 a year. 6 to 8 pages, 6 cols., 20 inches. Circulation . 1 M.

100"—$25.00. 400"—$100.00. 1,000"—$250.00.

STEINBACH, pop. 500. District—Provencher 30 miles southeast of Winnipeg. Railroad—C. N. Bank—Roy. Nearby Towns—Giroux 8 miles, St. Pierre 10 miles. Country adapted for grain growing and mixed farming. Industries—sash and door factory, flour and planing mills, machine shop and foundry.

Post. (German.) Weekly. Publisher, Jac. S. Friesen. Est. 1914. Wednesday. Independent. Subscription, $1.00 a year. 8 pages, 3 cols., 10 inches. Circulation . No report

STONEWALL, pop. 1,112. District—Selkirk. 18 miles north of Winnipeg. Railroads—C. P., W. S. & L. W. Electric. Banks—Com., Roy. Nearby Towns—Rockwood 4 miles, Selkirk 20 miles. Country adapted for farming and dairying. Natural Resources—stone and lime. Industries—two grain elevators, eight lime kilns, grain crushing, chop and flour mills, brick works and quarries.

Argus. Weekly. Publishers, Stratton and Saundry. Est. 1893. Wednesday. Independent-Liberal. Subscription, $1.50 a year. 8 pages, 6 cols., 22 inches. Circulation . ¾M.

100"—$30.00. 400"—$120.00. 1,000"—$300.00.

STRATHCLAIR, pop. 300. District—Marquette. 152 miles northwest of Winnipeg. Railroad—C. P. Bank—Union. Large consolidated school. Nearby Towns—Shoal Lake 9 miles, Newdale 10 miles. Country adapted for mixed farming, lumbering and stock raising. Industries—grain elevators, repair shop and large stock yards.

Plain Talk. Weekly. Publisher, W. G. Lockhart. Est. 1910. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report

SWAN RIVER, pop. 903. District—Dauphin. 280 miles northwest of Winnipeg, on the Swan River. Railroad—C. N. Banks—Tor., Com. Nearby Town—Dauphin 85 miles. Country adapted for mixed farming. Industries—lumber yards, creamery, elevator, machine shop and stock yards.

SWAN RIVER—(Continued)

Star. Weekly. Publisher, John H. Noble. Est. 1900. Thursday. Independent. Subscription, $2.00 a year. 6 to 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,100
100"—$20.00. 400"—$72.00. 1,000"—$150.00.

THE PAS, pop. 1,858. District—Nelson. 460 miles northwest of Winnipeg, on Saskatchewan River. Railroads—C. N., Hudson Bay Branch. Banks—Com., Dom., Union. Country adapted for copper and gold mining, lumbering and fishing. Industries—trading posts, lumber factory and aerated water works.

Herald. Weekly. Publisher, H. B. Munro. Est. 1911. Friday. Independent. Subscription, $2.50 a year. 4 pages, 6 cols., 20 inches. **Average detailed sworn circulation for year ending Dec. 31st ,1923 . . . . . 750**
100"—$55.00. 400"—$220.00. 1,000"—$550.00.

The Pas has been much in the public eye for the last few years on account of the gold and copper discoveries which have been made in this district. Two gold mines are now in active operation within 80 miles of the town and prospects are good for a large influx of settlers this spring. It is one of the important trading posts for hunters and trappers, with the result that money is plentiful and circulates freely. The only way to cover this field is by using The Pas Herald. (Publisher's Statement.)

TRANSCONA, pop. 4,185. Suburb of Winnipeg.

Despatch. Weekly. Publishers, British Printing & Publ. Co. Est. 1923. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19½ inches. Circulation . . . . . .See Note A.

TREHERNE, pop. 700. District—Macdonald. 73 miles southwest of Winnipeg. Railroad—C. P. Bank—Com. Colleges, etc.—High School. Nearby Towns—Holland 8 miles, Rathwell 7 miles. Country adapted for mixed farming, stock and wheat raising. Natural Resources—marl and natural gas. Industries—creamery, grain elevators, flour mill, lumber yard and machine shops.

Times. Weekly. Publisher, R. J. Richardson. Est. 1899. Friday. Independent. Subscription, $2.00 a year. 4 to 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,300
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

The Treherne Times of Treherne covers the rural municipalities of Grey, South Norfolk and Victoria, with the towns of Elm Creek, St. Claude, Rathwell, Treherne and Holland, and has a large "single" list. A rich country district, settled in the '80's, and now well established in diversified farming. The paper was established in 1899, and serves over 1,200 sections of the province's most prosperous farming country. All home print, on halftone news print. Advertising rates are: All plate, 25c per column inch; set matter, 35c per colunm inch. (Publisher's Statement.)

VIRDEN, pop. 1,361. District—Brandon. 180 miles west of Winnipeg. Railroads—C. P., C. N. Banks—Com., N.S., Union. Colleges, etc.—High School and Collegiate. Nearby Towns—Hargrave 8 miles, Woodnorth 13 miles. Country adapted for wheat growing and mixed farming. Industries—two machine shops, brick plant, pump factory, creamery and five elevators.

Empire Advance. Weekly. Publishers, Empire Publishing Co., Ltd. Est. 1885. Tuesday. Independent. Subscription, $2.00 a year. 8 to 16 pages, 7 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 . 1,250
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

WASKADA, pop. 250. District—Souris. 172 miles west southwest of Winnipeg, on Deloraine—Lytleton Br. of C. P. Bank—Union. Nearby Towns—Dalny 7 miles, Cranmer 6 miles. Country adapted for mixed farming.

News. Weekly. See Deloraine.

WAWANESA, pop. 368. District—Brandon. 117 miles southwest of Winnipeg, on the Souris River. Railroad—C. N. Bank—Union. Colleges, etc.—Public School. Nearby Towns — Glenboro 18 miles, Brandon 28 miles. Country adapted for general farming. Industries—flour mill, machine works, lumber yards and razor sharpening appliances, leather specialties and wagon seat factories.

WAWANESA—(Continued)

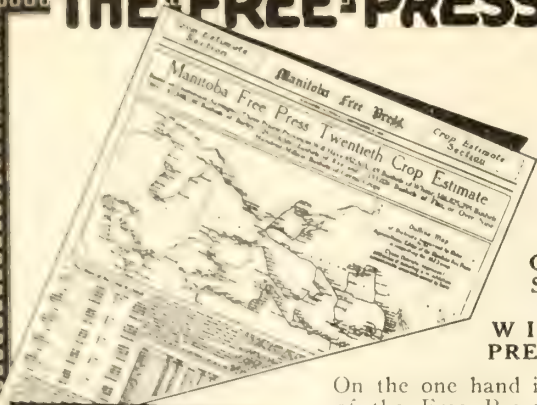
Independent. Weekly. Publisher, F. Batty. Est. 1903. Friday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 17½ inches. Average circulation for year ending Dec. 31st, 1923 250
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

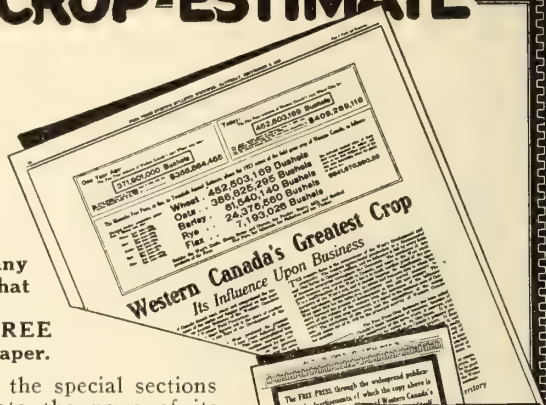
WINNIPEG, pop. 179,087. Greater Winnipeg, including St. Boniface and immediate adjacent urban suburbs, 211,876. The capital of the Province, situated at the confluence of the Assiniboine and Red Rivers, 40 miles south of Lake Winnipeg. Winnipeg lies about half way between Montreal and Vancouver, and its rapid growth is indicated by the following population figures: In 1901, 42,340; in 1906, 90,-153; in 1911, 135,430, and to-day 179,087. The story of Winnipeg is one of the most marvellous and impressive records of growth on the continent. Forty-five years ago its population was less than 1,000, and the school attendance was 45 pupils. It was but a post of the Hudson's Bay Company, without churches, streets or railroads, and but a few years previously the Indians chased herds of buffalo across the prairie where the city now stands. It is now the railroad and business centre of the Canadian West and railway tracks radiate from it in all directions. It is in the famous Red River Valley, and surrounded by good farming, timber and mining districts, with extensive lake fisheries. The streets of the city are generally wide, the principal avenues being 132 feet. There are almost 200 miles of streets paved with asphalt, block and macadam. The city offers cheap power to the manufacturer through its own system of electrical development. Winnipeg has the cheapest power and electric light in America. A continuous hydro-electric horse power on the Winnipeg River of 500,000 h.p. assures an ample supply for all time to come. Very considerable manufacturing industries have been created, notable among which are, naturally, some great milling concerns, packing houses, implement works, etc. Winnipeg is an important manufacturing centre. It had 820 industries in 1922, employing 26,600. The value of the products were $149,500,000. Seventy-one different enterprises started in 1921 with capital of $1,000,000. The enormous grain trade handled in the city makes Winnipeg the central market and capital city of commerce of Western Canada. The bank clearings during the year 1923 amounted to $2,528,311,969. Winnipeg has 31 parks of 674 acres and 120 miles of boulevards. It has playgrounds, baths and comfort stations as well as 112 miles of street railway on which over 65,000,000 passengers are carried per annum. Winnipeg has over five railroad systems and 27 branches. It had its first railroad in 1878. The C. P. Ry. yard in Winnipeg is the largest in the world owned by one corporation. Banks—Mol., Mtl., Imp., Hoch., Dom., Com., Union, N. S., Stan., Tor., Royal, Ster. Industries—Ackland, D. & Son, Ltd.; Acme Paper Box Co., Ltd.; Alberta Dairy Supplies, Ltd.; Alsip Brick, Tile & Lumber Co., Ltd.; Anchor Packing Co., Inc.; Arctic Ice Co., Ltd.; The; Arbuthnot, John Co., Ltd.; Ashdown, Jas. H., Hardware Co., The; Auto Lite Gas Co., Ltd.; Auto Wrecking Co.; Babson Bros. of Canada, Ltd.; Bate & Bate, Wholesale Drugs, Ltd.; Beaver Soap Co., Ltd.; Bain, Donald H. Co.; Beaver Lumber Co., Ltd.; Bemis Bros. Bag Co.; Birt Saddlery Co., The, Ltd.; Blanchard, The C., Stationery Co.; Blue Ribbon, Limited; Bowman, David, Coal & Supply Co., Ltd.; Boyd, W. J. Co.; Braid & McCurdy; Brenton, Albert J., Co., Ltd.; Breslauer & Warren; Brewers' & Bottlers' Supply Co., Ltd.; Bricker & Son, Ltd.; Bromley & Hague, Ltd.; Brooks Bindery, Ltd.; Brooks Elevator Co., Ltd.; Brown, James B., Company; Brown, W. H. & Co.; Brown & Rutherford; Building Products & Coal Co.; Bulman Bros., Ltd.; Burgess Battery Ltd.; Caledonia Box & Mfg. Co.; Campbell Bros. & Wilson; Canada West Grain Co., Ltd.; Canadian Glove Co., Ltd.; Canadian Importing Co., Ltd.; Canadian Shirt & Overall Co., Ltd.; Canadian Stamp Co., Ltd.; Carnefac Stock Food Co., Ltd.; Cardiff Collieries, Ltd.; Carson, J. H. M.; Chalmers & Watson; Christianson Implements, Ltd.; Cohen, M.; City Dairy, Ltd.; Clark Bros. & Co., Ltd.; Clark, J. D., Billiard Co.; Codville

WINNIPEG—(Continued)

Co., Ltd.; Cole & Sons; Columbia Press, Ltd.; Commercial Cement Co., Ltd.; Consumers' Elevator Co., Ltd.; Cotter Bros., Ltd.; Crescent Creamery Co., Ltd.; Cuddy-Nelson Lumber Co.; Cushman Motor Works of Canada; Darling Bros. Ltd.; De Montfort Press; Dents Packing Co. Ltd.; Dingle & Stewart; Dingwall, D. R., Ltd.; Dominion Elevator Co., Ltd.; Dominion Fire-proofing Co., Ltd.; Dominion Garment Co.; Drugs, Ltd.; Drewry, Edward L., Ltd.; Dyson Vinegar Co., Ltd.; Dustbane Western, Ltd.; Echlin Mfg. Co.; Eckel, William; Electric Motor Sales & Repair Co., Ltd.; Elgin Gas Motor Co.; Empire Coal Co., Ltd.; Empire Lumber Co., Ltd.; Empire Sash Door Co., Ltd.; Federal Grain Co., Ltd.; Forsythe Bros.; Foss Lumber Co., Ltd.; Fowler Piano Co.; Franklin Press, Ltd.; Gallagher Holman Lafrance Co., Ltd.; Galt, G. F. & J.. Ltd.; Garry Mfg. Co., Ltd.; Gate, Chas. E. & Sons, Ltd.; General Motors of Canada, Ltd.; Gillis Quarries, Ltd.; Globe Bedding Co.; Globelite Battery Co., Ltd.; Gordon Ironsides & Fares Co., Ltd.; Great West Lumber Co.; Great West Saddlery Co., Ltd.; Gregg Mfg. Co., Ltd.; Hardy & Buchanan; Heath, E. H. & Co Co., Ltd.; Henderson Directories, Ltd.; Henderson Mfg. Co.;Hilton Bros., Ltd.; Hitchings Paper Box Co.,, Ltd.; Hobbs Manufacturing Co., Ltd.; Holland Creameries; Hood, W. J.; Home Grain Co., Ltd.; Hooper's Marble & Granite Co., Ltd.; House & Nichol; Hudson's Bay Company; Ideal Fence & Spring Co. of Canada, Ltd.; Inglis, W. S. Co.; International Elevator Co.; Jackson, Thos. & Sons; Jobin Marrin Co., Ltd.; Jacob Crowley Mfg. Co., Ltd.; Kim, M.; Kingdom Printing Co., Ltd.; Kotenko, P. & Co.; Leicester Mills; Laing Bros.; Lyon, John N., Ltd.; Langley, G. E., Electrical Mfg. Co.; Langley, Harris & Co., Ltd.; Lawrie Wagon & Carriage Company; Leeder Mfg. Co.; LePage Lumber Co., Ltd.; "Leslie's"; MacMillen, Neil T.; Macnab & Roberts, Ltd.; Malden Elevator Co., Ltd.; Manitoba Bridge & Iron Works, Ltd.; Manitoba Clothing Co., Ltd.; Manitoba Cold Storage Co.; Manitoba Gypsum Co., Ltd.; Manitoba Sausage Co.; Manitoba Stationers, Ltd.; Manitoba Steel & Iron Co., Ltd.; Manitoba Steel Foundries, Ltd.; Manitoba Welding & Mfg. Co.; Manitoba & Saskatchewan Coal Co., Ltd.; Marble & Tile Co. of Canada, Ltd.; Martin, John Paper Co., Ltd.; Marshall, Wells Co., Ltd.; Martel-Stewart Western, Ltd.; May, Reginald J.; McArthur, J. D. Co., Ltd.; McAllister & Co.; McCullach Drug Co., Ltd.; McDonagh & Shea; McDonald Lumber Co., Ltd.; McDonald & Wilson Lighting Co., Ltd.; McClean, R. B. Grain Co., Ltd.; Milton, W. R.; Model Mfg. Co.; Modern Laundry & Dye Works Co., Ltd.; Monarch Overall Mfg. Co., Ltd.; Moncrieff Box Co., Ltd.; Montreal Cloak Co., Ltd.; Moosehorn Lime Co., Ltd.; Mullins, Henry A.; Murray, G. W. Co., Ltd.; Murray, J. & Co.; National Press, Ltd.; New York Brand Cap Mfrs.; Noble, W. R. & Co., Ltd.; Northern Shirt Co., Ltd.; Northland Knitting Co., Ltd.; Northern Clothing Co., Ltd.; North West Laundry, Ltd.; Northwestern Brass, Ltd.; Orr, Philip H; Parrish & Heimbecker, Ltd.; Partridge & Holliday, Ltd.; Parkhill, Limited; Paulin Chambers Co., Ltd.; Pearson, Burleigh, Ltd.; Pease Western Foundry, Ltd.; Petersen Bros. Iron Works; Pickles, Ltd.; Pioneer Grain Co., Ltd.; Potters, Ltd.; Premium Vacuum Cleaner Co., Ltd.; Prairie City Oil Co., Ltd.; Providence Co., Ltd.; Public Press, Ltd.; Pulford Drug Co.; Ramsey, A & Son Co. of Manitoba, Ltd.; Radford-Wright Co., Ltd.; Rannard Shoe Co.; Randall, Gee & Mitchell, Ltd.; Rawleigh, W. T. Co., Ltd.; Reliance Ink Co., Ltd.; Reynolds, Moore & Co., Ltd.; Richards & Son; Richardson Systems; Robinson & Co., Ltd.; Rowland & Campbell, Ltd.; Royal Crown Soaps, Ltd.; Ruddy-Koester Co., Ltd.; Rumford Sanitary Laundry; Russell, Edward; Ryan Bros., Ltd.; Sangster Brothers; Saults & Pollard, Ltd.; Scott Fruit Co., Ltd.; Security Elevator Co., Ltd.; Silbert, M. & Son; Shragg Iron & Metal Co., The; Smith, Murphy & Co.; Speirs Parnell Baking Co.; Stephens, G. F. & Co., Ltd; Sterling Mfg. Co., Ltd.; Stevenson & Price; Stevens, John Co., Ltd.; Stovel Co., Ltd.; Strong Scott Mfg. Co., Ltd.; Sunset Mfg. Co., Ltd.; Stiles & Humphries, Ltd.; Taylor, G. R. & Co.; Taylor Painting & Decorating

THE FREE PRESS CROP ESTIMATE

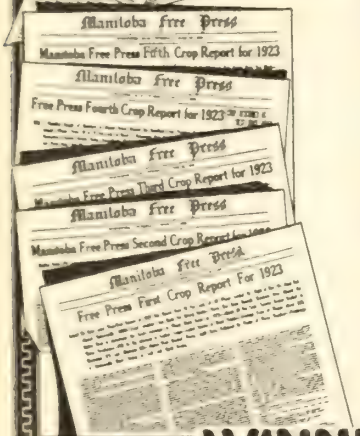


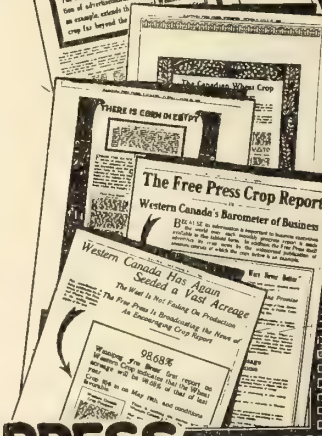


One of the many Special Services that go to make the WINNIPEG FREE PRESS a great newspaper.

On the one hand is here illustrated the special sections of the Free Press which disseminate the news of its continuous crop survey; on the other some of the widespread advertisements which proclaim the essentials of this news to business men everywhere.

Western people naturally expect Newspaper Leadership from the FREE PRESS and habitually look to it first for their intelligent guidance in News, in Opinion, and in **Advertising.**





THE WINNIPEG FREE PRESS

Morning and Evening

Leading Daily Newspaper of Western Canada.

The Free Press Prairie Farmer

Weekly

Leading Rural Publication of Western Canada

WINNIPEG FREE PRESS

THE DESBARATS ADVERTISING AGENCY, LIMITED, MONTREAL.

WINNIPEG—(Continued)

Co., Ltd.; Taylor, T. W. & Co., Ltd.; Taylor, W. A., Confectionery & Mfg. Co., Ltd.; Trees ,Spriggs Co., The; Turnbull & McManus, Ltd.; Tyndall Quarry Co., Ltd.; Union Electric Co.; Union Lumber Co., Ltd.; Union Metal Co.; Vipond Fruit Co., Ltd.; Vermilyea, H.; Vulcan Iron Works, Ltd.; Wayland, E. R. & Co.; Watkins, The J. R. Co.; Welwood, F. J. & Co., Limited; Weldman Brothers, Limited; Western Dominion Collieries, Limited; Western Hat Mfg. Co.; Western King Mfg. Co., Ltd.; Western Packing Co. of Canada, Ltd.; Western Paint Co.; Weir & Wilson; Western Pleating Co. ;Western Shirt & Overall Mfg. Co.; Western Steel Co., Ltd.; Western Mattress Co.; Whitla, R. J. & Co., Ltd.; White Owl Drug Stores, Ltd.; White Star Mfg. Co., Ltd.; Wilson Stationery Co., Ltd.; Wilson Engraving Co.; Wilson Furniture Co., Ltd; Winnipeg Brass & Fixtures Co.; Winnipeg Brick Co., Ltd.; Winnipeg Cabinet-makers; Winnipeg Casket Co., Ltd.; Winnipeg Piano Co., Ltd.; Winnipeg Church Goods Co., Ltd.; Winnipeg Upholstering & Mfg. Co., Ltd.; Winnipeg Envelope Co.; Winnipeg Foundry Co., Ltd.; Winnipeg Map & Blue Print Co.; Winnipeg Paint & Glass Co., Ltd.; Winnipeg Paper Box Co.; Winnipeg Pattern & Model Works; Winnipeg Printing & Engraving Co., Ltd.; Winnipeg Saddlery Co., Ltd.; Wood, Daniel D. & Sons, Ltd.; Winnipeg Supply & Fuel Co., Ltd., The; Wright, F. G. & Co.; Wood-Vallance, Ltd.; Wyatt-Ireland, Ltd.; Yale Shoe Store, Ltd.

DAILIES

Free Press Evening Bulletin. Evening edition of the Manitoba Free Press.

Manitoba Free Press. Daily. Publishers, Manitoba Free Press Co., Ltd. Est. 1874. Morning and evening. Independent. Subscription, $5.00 to $13.00 a year. Regular edition 16 to 28 pages; Saturday edition 32 to 60 pages. 8 cols., 22 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form. Morning, 21,783; Evening, 43,789.**
Total 65,572
Rate—15c per line agate flat.

Free Press Prairie Farmer. Weekly. Publishers, Manitoba Free Press Co., Ltd. Est. 1872. Wednesday. Agricultural. Subscription, $1.00 a year. 36 to 44 pages, 5 cols., 17 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form 81,526**
Rate—25c per line agate flat.

The Free Press Prairie Farmer circulates very completely over the whole of Western Canada—the prairie provinces of Manitoba, Saskatchewan and Alberta. Its circulation is unduplicated by daily newspapers, going into Western farm homes where daily newspaper delivery is impracticable. Its amazing growth in recent years, from 38,158 in 1919 to 81,526 in 1923, giving it now the largest circulation of any publication whatsoever over Western Canada, has increased enormously its value to advertisers as well as consolidating everywhere over this area the advertising priority of the Free Press publications. (Publisher's Statement.)

Grain Trade News. Daily. Publisher, Dawson Richardson Publications, Ltd. Est. 1915. Grain and milling trades, Subscription, $10.00 a year. 4 pages, 5 cols., 16½ inches.

Canada's daily market paper. This covers the Canadian grain trade thoroughly, giving the latest daily market quotations, and is essential to everyone interested in the grain business. Is distributed throughout Western Canada and all leading grain markets, and is the ideal and only logical medium for reaching grain men. The Grain Trade News, Winnipeg, Man. (Publisher's Statement.)

Grain Trade News. Weekly. Publishers, Dawson Richardson Publication, Ltd. Est. 1920. Wednesday. Agricultural market reports. Subscription, $2.00 a year. 8 pages, 5 cols., 16½ inches.

Ask the Winnipeg Merchant

He Buys Your Product
.....And he Advertises in the TRIBUNE

He comes in daily contact with the purchaser,
He is thoroughly familiar with local merchandising problems,
He knows from experience the daily newspaper that gets quick action for himself.
He gives the Tribune preference—month after month the Tribune carries the largest volume of the advertising of Winnipeg merchants.
Many of Winnipeg's successful retail merchants use the Tribune exclusively.—They get results.
National advertisers, time and again, prove the unerring accuracy with which the Tribune creates, stimulates and reaches the maximum potential market for their product in Winnipeg. Marketing in Manitoba is essentially a problem of marketing in Winnipeg. Eighty per cent of Manitoba's population is concentrated within a radius of 150 miles of Winnipeg. This district is well served by the Winnipeg Evening Tribune.

The Winnipeg Evening Tribune

Ask any Advertising Agency or consult our nearest representative. They will tell you more about the Winnipeg Market and the Winnipeg Evening Tribune.

VERREE & CONKLIN, INC., 300 Madison Ave., New York.
VERREE & CONKLIN INC., 28 E. Jackson Blvd., Chicago.
VERREE & CONKLIN INC., 117 Lafayette Blvd., Detroit, Mich.
VERREE & CONKLIN INC., 681 Market St., San Francisco, Cal.
F. W. THOMPSON, 100 King Street West, Toronto.
J. C. HOGAN, Southam Press Bldg., Montreal.
F. E. PAYSON, 528 Winch Bldg., Vancouver, B.C.
F. W. SMYTH, 29 Ludgate Hill, London, E.C. 4, England.

WINNIPEG, - - CANADA.

WINNIPEG—(Continued)

Tribune. Daily. Publishers, Tribune Newspapers Co., Ltd. Est. 1890. Evening. Independent. Subscription, $8.00 a year. Regular edition, 18 to 32 pages; Saturday edition, 40 to 60 pages. 8 cols., 21½ inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 35,821**
Rate—10c per line agate flat.

The Winnipeg Evening Tribune is the intimate home newspaper in more than half the homes in Winnipeg and the cities and towns throughout Manitoba. This great family of readers purchase from its pages, clothing, toilet articles, things to eat, automobiles and a thousand and one other things that in the aggregate represents many millions of dollars per annum. The Tribune is essential to a successful campaign in Manitoba. It is Winnipeg's Greatest Newspaper and carries each month the major advertising appropriations of local merchants. A complete service department will co-operate with national advertisers. (Publisher's Statement.)

SEMI-WEEKLIES AND WEEKLIES.

Israelite Press (Jewish.) Semi-weekly. Publishers, Israelite Press, Ltd. Est. 1915. Tuesday and Friday. Independent. Subscription, $4.00 a year. 6 to 8 pages, 7 cols., 20 inches. Circulation . . . . . 7¾M.
1,000 1.—$50.00. 5,000 1.—$225.00. 10,000 1.—$400.00.

Canada News. (Swedish.) Weekly. See Svenska-Canada Tidnigen.

Canada Posten. (Swedish.) Weekly. Publishers, Swedish-Canadian Publishing Co. Est. 1904. Tuesday. Independent. Subscription, $2.00 a year. 8 pages, 7 col., 22 inches. Circulation . . . . . No report

Canadian Farmer. (Ruthenian.) Weekly. Publishers, National Press, Ltd. Est. 1902. Thursday. Liberal. Subscription, $2.00 a year. 16 pages, 7 cols., 20½ inches. Circulation . . . . . 13½M.
1,000 1.—$60.00. 5,000 1.—$300.00. 10,000 1.—$600.00.

Farm Papers of Canada

Bear Rich Advertising Harvests

Our farmers are among the "livest" business men in the Dominion, and to gain and keep this position, they must be in touch with the latest methods and developments in Agriculture. An insight into "what the other fellow is doing," is invaluable, not only as a possible source of greater profit, but as a stimulus to more intelligent effort and friendly feeling. It helps our farmers to "get acquainted."

We list the principal agricultural papers of Canada. Every farmer subscribes to at least one, or more generally, two of these. *Farmers, as a class are well-to-do, and good and judicious spenders. An advertising campaign designed to reach this profitable field should include these most appropriate mediums — the farmers' papers.*

The Desbarats Advertising Agency,
LIMITED
MONTREAL TORONTO

THE GRAIN GROWERS' GUIDE

BEST in the WEST by TEST

With both the farmers in its field and the general advertiser of Western Canada, The Guide is the first choice—thus coming clean through the acid test of a paper's intrinsic merit.

Reader Interest Based on Reader Service.

THE GUIDE publishes the most practical farm information.

THE GUIDE leads in discussing marketing, soil chemistry, diversification of crops and other problems of live current interest.

THE GUIDE publishes twice as much reading matter of interest in the home — furnishings, fashions, cooking, garden, etc.

HOUSEHOLD MAGAZINE NUMBER second issue each month.

Published weekly at Winnipeg, Manitoba.

Circulates in Manitoba, Saskatchewan and Alberta.

Advertising Representatives: 18 Toronto Street, Toronto; 1478 Broadway, New York; Hobart Bldg., San Francisco.

WINNIPEG—(Continued)

Canadian Ranok. (Ukrainian.) Weekly. Publishers, Methodist and Presbyterian Churches of Canada, 185 Pacific Ave. Est. 1920. Tuesday. Religious. Sub., $2.00 a year. 8 to 16 pages, 6 cols., 19½ by 2⅛ ins. Circulation. No report

Canadian Ukrainian. (Ukrainian.) Weekly. Publishers, West Canada Publishing Co., Ltd. Est. 1912. Wednesday. Religious. Subscription, $2.50 a year. 8 to 12 pages, 7 cols., 20½ inches. Circulation . . . . . 8½M.
1,000 l.—$50.00. 5,000 l.—$250.00. 10,000 l.—$500.00.

Czas. (Polish.) Weekly. See Polish Times.

Gazeta Katolicka. (Polish.) Weekly. Publishers, West Canada Publishing Co., Ltd. Est. 1908. Wednesday. Religious. Subscription, $2.00 a year. 8 pages, 7 cols., 20½ ins. Average circulation for year ending Dec. 31, 1923. 7,399
1,000 l.—$50.00. 5,000 l.—$250.00. 10,000 l.—$500.00.

Grain Growers' Guide. Weekly. Publishers, The Grain Growers' Guide, Ltd. Est. 1908. Wednesday. Agricultural. Organ of the United Farmers of Manitoba, Grain Growers' Association of Saskatchewan and the United Farmers of Alberta. Subscription, $1.00 a year. 48 pages, 4 cols., 13 inches. **Total net circulation for 6 mouths ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form . 75,369**
Rate: 60 cents per line agate flat.

Sir John Willison, who is Canada's most distinguished journalist and publicist, addressing a meeting of the Canadian Bankers' Association at Toronto, and referring to The Guide's steady, persistent editorial service for Western farmers on diversification and practical agriculture generally, said: "There is no newspaper in Canada today which, in my judgment, is doing better service for this country than The Grain Growers' Guide." (Publisher's Statement.)

Heimskringla. (Icelandic.) Weekly. Publishers, Viking Press, Ltd. Est. 1886. Wednesday. Independent. Subscription, $3.00 a year. 8 pages, 6 cols., 19½ inches by 2¼ inches. Circulation . . . . . 5½M.
1,000 l.—$35.00. 5,000 l.—$150.00. 10,000 l.—$250.00.

WINNIPEG—(Continued)

Liberte. (French.) Weekly. Publishers, West Canada Publishing Co., Ltd. Est. 1913. Wednesday. Religious. Subscription, $2.00 a year. 10 pages, 7 cols., 20½ inches. Average circulation for year ending Dec. 31st, 1923 . . 8,320

1,000 l.—$50.00. 5,000 l.—$250.00. 10,000 l.—$500.00.

Logberg. (Icelandic.) Weekly. Publishers. Columbia Press Ltd. Est. 1888. Wednesday. Liberal. Subscription, $3.00 a year. 8 pages, 7 cols., 21½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . 4,200**

1,000 l.—$35.00. 5,000 l.—$150.00. 10,000 l.—$300.00.

Manitoba Gazette. Weekly. Publishers, Provincial Government. Est. 1870. Saturday. Official information. Subscription, $2.40 a year. Official notices only.

Manitoban. Weekly. Publishers, Students' Union of the University of Manitoba. Est. 1914. Thursday. Collegiate. Subs., $1.50 a year. 8 pages, 5 cols., 15 inches. Circulation . . . . . No report

Mirror. Weekly. Publishers, Toronto Type Foundry Co., Ltd., Toronto. Saturday. Record paper of Winnipeg Newspaper Union List.

Nordwesten. (German.) Weekly. Publishers, National Press, Ltd. Est. 1889. Wednesday. Independent. Subscription, $2.50 a year. 16 pages and more, 7 cols., 21½ inches. Circulation . . . . . 20M.

1,000 l.—$70.00. 5,000 l.—$350.00. 10,000 l.—$700.00.

Norrona. (Norwegian.) Weekly. Publishers, Norwegian-Canadian Publishing Co., Ltd. Est. 1910. Thursday. Liberal. Subscription, $2.00 a year. 8 to 12 pages, 7 cols., 21½ inches. Average circulation for year ending Dec. 31st, 1923 5,505

1,000 l.—$35.00. 5,000 l.—$175.00. 10,000 l.—$350.00.

North-Ender. Weekly. Publishers, Winnipeg Printing & Engraving Co., Ltd. Est. 1902. Thursday. 4 to 8 pages. 7 cols., 21½ inches. Free distribution. Circulation . 7M.

100"—$75.00. 400"—$300.00. 1,000"—$750.00.

North West Review. Weekly. Publishers, West Canada Publishing Co., Ltd. Est. 1885. Saturday. Religious. Subscription, $2.00 a year. 8 pages, 7 cols., 20½ inches. Average circulation for year ending Dec. 31st, 1923 . . 14,452

1,000 l.—$50.00. 5,000 l.—$250.00. 10,000 l.—$500.00.

Once a Week. Weekly. Publishers, Simpsons Printing Service, Ltd. Est. 1907. Thursday. Theatrical. Free distribution. 4 to 8 pages, 3 cols., 18 inches by 3½ inches.

100"—$150.00. 400"—$600.00.

One Big Union. Weekly. Publishers, Winnipeg Central Labor Council, Pless Bldg. Est. 1919. Thursday. Labor. Subscription, $2.00 a year. 8 pages, 7 cols., 19¾ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 33,954**

100"—$100.00.

Polish Times. (Czas.) (Polish.) Weekly. Publishers, National Press Limited. Est. 1913. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 21 inches. Circulation . . . . . 7¼M.

1,000 l.—$50.00. 5,000 l.—$250.00. 10,000 l.—$500.00.

Svenska Canada Tidningen. (Swedish.) Weekly. Publishers, Canada Weekly Printing Co., Ltd. Est. 1892. Wednesday. Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Circulation . . . . No report

1,000 l.—$35.00. 5,000 l.—$150.00. 10,000 l.—$300.00.

Intensive Advertising in Manitoba, Alberta and Saskatchewan

The vast majority of recognized advertising authorities admit that intensive advertising brings the best results. The best way to do intensive advertising in 270 towns in **Manitoba, Saskatchewan** and **Alberta** is through the

WINNIPEG NEWSPAPER UNION LIST

An advertisement in the 270 local weekly papers which use our service is intensive advertising in 270 towns and their surroundings. Through other mediums it is impossible. It can only be done through the local weekly papers. Only one cut or set up of copy is required for the entire list. Our list comprises ninety per cent. of the leading local weekly newspapers published in Manitoba, Saskatchewan and Alberta. The readers of these journals will ask for your goods if they see them advertised. Create the demand for your goods and the dealer will co-operate.

THE

WINNIPEG NEWSPAPER UNION LIST

(Toronto Type Foundry Company, Limited)
Proprietors.

Head Office:
TORONTO, ONTARIO.

Branches at:
WINNIPEG AND REGINA.

WINNIPEG—(Continued)

Ukrainian Labor News. (Ukrainian.) Weekly. Publishers, Winnipeg Trades and Labor Council. Est. 1919. Thursday. Labor. Subscription, $2.00 a year. 4 pages, 7 cols., 22 inches. Circulation . . . . . No report

Ukrainian Voice. (Ukranian.) Weekly. Publishers, Ukranian Publishing Co. of Canada, Ltd., 210 Dufferin Ave. Est. 1910. Wednesday. Independent. Subscription, $2.50 a year. 8 to 16 pages, 7 cols., 21 inches. Circulation, 13M.
1,000 l.—$50.00. 5,000 l.—$250.00. 10,000 l.—$500.00.

Western Labor News. Weekly. Publishers, Trades and Labor Council. Est. 1918. Friday. Labor. Subscription, $2.00 a year. 8 pages, 5 cols., 16 inches. Circulation, ... No report

Winnipeg Mirror. Weekly. Publisher, C. F. Greene. Est. 1924. Saturday. Literary, sports and drama. Sub., $2.00 a year. 12 pages, 4 cols., 13½ by 2¼ inches. Circulation . . . . . See Note A.
1,000 l.—$100.00. 5,000 l.—$400.00. 10,000 l.—$800.

Winnipeg Newspaper Union List. Weekly. Publishers, Toronto Type Foundry Co., Ltd., Toronto, Winnipeg and Regina. A list of about 270 country weeklies circulating throughout Manitoba, Saskatchewan and Alberta. Inside four pages are printed in Regina, and the outside four by each individual paper. Average circulation per paper for year ending Dec. 31st, 1923 659
Seven cents per inch per paper.

The Winnipeg Newspaper Union list comprises about 270 weekly newspapers published in 270 towns in Manitoba, Alberta and Saskatchewan. The most successful advertisers in America use this list. They have learned by experience that it enables them to reach nearly all the people in and surrounding each and every one of these towns. They realize that when the local merchant sees the goods he carries advertised in the paper he reads himself and that he knows is read by the people who are his customers, it arouses a personal interest that secures the merchant's hearty co-operation. For rates and information, address Toronto Type Foundry Co., Limited, Toronto, Canada. (Publisher's Statement.)

SEMI-MONTHLIES

Canadian Finance. Semi-monthly. Publishers, Finance Publishers, Ltd. Est. 1910. 1st and 3rd Wednesdays. Financial and Commercial. Subscription, $2.00 a year. 32 pages, 2 cols., 11 inches. Circulation . . . 3¾M.

Farmer's Advocate and Home Journal. Publication has been merged with the London, Ontario, Farmer's Advocate, which has assumed the subscription lists, etc. See under London, Ontario.

Nor'-West Farmer. Semi-monthly. Publishers, Nor'-West Farmer, Ltd. Est. 1882. 5th and 20th of month. Agricultural and home. Subscription, $1.00 a year. 52 pages and more, 4 cols., 12¾ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form 75,423**
Rate: 60 cents per line agate flat.

The Nor'-West Farmer is the oldest and strongest farm publication in Western Canada. Published at Winnipeg since 1882 it has behind its forty-two years of constructive service in the advancement of mixed farming and live-stock industry. To-day it publishes more live-stock advertising than all its competitors combined and is acknowledged the leading practical farm and home journal in Manitoba, Saskatchewan and Alberta. (Publisher's Statement.)

Winnipeg and Western Grocer. Semi-monthly. Publishers, Jackson Trade Publishing Co. Est. 1916. 1st and 15th of month. Subscription, $2.00 a year. 80 pages, 2 cols., 10 inches. Circulation . . . . . 3¾M.
One page, one time—$55.00.

Winnipeg Community Builder. Semi-monthly. Publishers, Winnipeg Board of Trade. Est. 1919. 1st and 15th of month. Trade and Commerce. Free to members. 20 pages, 3 cols., 10 by 2⅛ inches. Circulation . . . 1½M.

Prepared for Progress

WINNIPEG - CANADA

Western Canada is prepared for progress. The tide of immigration which should have set in in 1914 is now flowing westward and we are welcoming the advance guard of an army of new Canadians who will assist us in further development of our vast land, timber, mineral and power resources, and provide traffic for the railroads we have built to take care of our growth for the next twenty years.

Those who are coming are largely farmers—people who have learned to produce a living from the soil by mixed farming. They will get a start with cheap land and financial assistance and by industry will build prosperous homes throughout the prairies. They and the 250,000 farmers who produced $750,000,000 in 1923 will be the buyers for the basic industry of Western Canada. We have more than twice as many folks making a living on the land in Western Canada as we have in the towns and cities.

Now is the time to make your products known to the people of the prairies and lay the foundation of a business that will keep pace with the growth of the country. Western Canada offers to-day one of the best trading opportunities in America and is entering an era of steady development based on the world's greatest agricultural opportunity.

The Nor'-West Farmer reaches almost half of the English speaking farm homes in Western Canada.

WINNIPEG—(Continued)

MONTHLIES

British American Lumberman. Monthly. Publishers, British American Lumberman Publishing Co. Est. 1910. 1st of month. Lumbering and machinery. Subscription, $2.00 a year. 20 pages, 4 cols., 12 inches by 2¾ inches. Circulation . . . . . No report

Canadian Blacksmith and Woodworker. Monthly. Publishers, Blacksmith Publishers, Ltd. Est. 1910. Devoted to the interests of blacksmiths and woodworkers. 20th of month. Subscription, $1.50 a year, single copy 15 cents. 28 pages, 3 cols., 10 inches. Circulation . . No report

Canadian Farm Implements. Monthly. Publishers, Canadian Farm Implements, Ltd. Est. 1904. 1st of month. Devoted to the interests of farm implements, machinery and vehicles. Subscription, $1.00 a year. 38 pages, 4 cols., 12 inches. Circulation . . . . . No report

Canadian Power Farmer. Monthly. Publishers, E. H. Heath Co., Ltd. Est. 1902. 10th of month. Agricultural. Subscription, $1.50 a year. 40 pages and more, 4 cols., 12⅞ inches. Circulation . . . . . No report
1,000 1.—$250.00. 5,000 1.—$1,250.00. 10,000 1.—$2,500.00

Commercial. Monthly. Publishers, Western Business Papers, Ltd. Est. 1882. 15th of month. Commercial. Sub., $2.00 a year. 60 pages, 2 cols., 10 by 3½ inches.
One page, one time—$50.00.

The pioneer trade journal of Western Canada; entirely Western in its viewpoint. The editorial policy of the Winnipeg Commercial is based upon an intimate knowledge of Western needs and conditions. It serves the Western department store, general store, dry goods store, shoe store, clothing store, grocery store, men's wear store and retail sales person in Manitoba, Saskatchewan, Alberta and British Columbia. Now in its 42nd year of publication. (Publisher's Statement.)

Electrical West. Monthly. Publishers, Byers Publishing Co. Est. 1921. Electrical. Sub., $1.00. 20 pages, 3 cols., 10 inches. Circulation . . . . . No report

Forum. Monthly. Publishers —— . . No report

Free Press Retail Merchants' Monthly. Monthly. Publishers, Manitoba Free Pres Co., Ltd. Est. 1921. Trade. Free to Man. retailers. 4 pages, 8 cols., 22 inches.
No paid advertising carried.

General Store. Monthly. Publishers, The Byers Publishing Co. Est. 1920. Retail trade. Subscription, $2.00 a year. 60 pages, 2 cols., 10 inches by 3¼ inches.
One page, one time—$45.00.

L'Ami du Foyer. (French.) Monthly. Publishers, The Oblate Fathers. Est. 1905. Catholic. 26th of month. Subscription, 50 cents a year. 16 pages, 3 cols., 10 inches. Circulation . . . . . No report

Les Cloches. Monthly. Publishers, West Canada Publishing Co. Est. 1902. 15th of month. Catholic. Subscription, $1.00 a year. 24 pages, 1 col., 6½ inches by 4¼ inches. Circulation . . . . . No report
One page, one time—$75.00.

Manitoba Motorist. Monthly. Publishers, Manitoba Motor League. Est. 1922. 1st of month. Motorists. Sub., $1.00 a year. 32 pages, 2 cols., 8 ins. Circulation. No report
One page, one time—$50.00.

Manitoba Veteran. Monthly. Publishers, G.W.V.A. (Manitoba Command.) Est. 1919. Official organ of Manitoba Command, G.W.V.A. Subscription, $2.00 a year. 16 pages, 3 cols., 10 inches. Circulation . . . . 6M.
1,000 1.—$200.00.

What Western Canadians Read

From Winnipeg West to the Coast there has always been a demand for a distinct Western type of literature. Other magazines in Canada realizing this, occasionally run Western articles, but in name and in action there is just one medium that has reached the heart of Western readers.

THE WESTERN HOME MONTHLY

Twenty-two years of service to the solid home class of the West has created reader interest of a kind that has made The Western Home Monthly the most economical advertising medium covering Western Canada.

Make your appeal intimate to the people of Western Canada through The Western Home Monthly. It pays !

Circulation 48,000.

HOME PUBLISHING COMPANY Limited

WINNIPEG **Manitoba**

Members of A. B. C.

WINNIPEG—(Continued)

Motor in Canada. Monthly. Publishers, Home Publishing Co., Ltd. Est. 1908. 10th of month. Trade and motorists. Subscription, $1.00 a year. 68 pages and more, 3 cols., 10 inches by 2⅛ inches. Circulation . No report
One page, one time—$65.00.

Payroll and Labor Legislation Review. Monthly. Publishers, Employers Assn. of Man. Est. 1921. 1st of month. Employers of labor. Subscription, $4.00 a year. 16 to 24 pages, 2 cols., 10½ by 3½ inches. Circulation . 1½M.
One page, one time—$50.00.

Prairie Lumberman. Monthly. Publishers, Western Retail Lumbermen's Assoc. Est. 1919. 15th of month. Lumber trade. Sub., $2.00 a year. 30 pages, 2 cols., 10¼ inches.
One page, one time—$50.00.

Radio Bug. Monthly. Publishers, Canadian Amateur Wireless Assn., 219 Somerset Block. Est. 1923. 1st of month. Radio. Sub., $1.50 a year. 28 pages, 10 by 7¼ inches. Circulation . . .. See Note A.
One page, one time—$60.00.

Sameinigin. (Icelandic.) Monthly. Publishers, Lutheran Synod of North America. Est. 1886. Religious. Subscription, $1.00 a year. 32 pages, 1 col., 9 inches.

Slim's. Monthly. Publishers, C. F. Greene, 374 Donald St. Est. 1922. 15th of month. Humor. Sub., $1.00 a year. 26 pages, 2 cols., 8½ by 3 inches. Circulation . . 2M.
1,000 1.—$200.00.

Vox Wesleyana. Four times during college year. Publishers, Students of Wesley College. Est. 1896. Collegiate and literary. Subscription, $1.00 a year. 52 pages, 2 cols., 8 inches. Circulation . . . . . ¼M.

WINNIPEG—(Continued)

Waghorn's Guide. Monthly. Publishers, The Guide Co., Ltd. Est. 1884. 1st of month. Commercial. Subscription, $2.00 a year, single copy 20 cents. 160 pages, 1 col., 5½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 8,435**
One page, one time—$15.00.

Western Baptist. Monthly. Publishers, Baptist Union of Western Canada. Beginning of month. Religious. Subscription, $1.00 a year. 16 pages, 3 cols., 12 by 2¼ inches.

Western Boot and Shoe Record. Monthly. Publishers, Western Business Papers, Ltd. Est. 1923. 15th of month. Retail and wholesale shoe trade. Sub., $1.00 a year. 24 pages, 2 cols., 10 by 3½ inches. Circulation—See Note A.

Western Canada Coal Review. Monthly. Publishers, Western Business Papers, Ltd. Est. 1918. Coal mining and selling. Subscription, $2.00 a year. 50 pages, 2 cols., 10 inches.
One page, one time—$50.00.

Western Canada Contractor. Monthly. Publishers, Western Business Papers, Ltd. Est. 1903. 7th of month. Building and contracting. Subscription, $2.00 a year. 48 pages and more, 2 cols., 10 inches.
One page, one time—$50.00.

Western Canada Oddfellow. Monthly. Publisher, A. L. Simpson. Est. 1905. 25th of month. Fraternal. Subscription, $1.50 a year. 16 to 24 pages, 3 cols., 10 inches by 3¼ inches. Circulation . . . . . 2¾M.
One page, one time—$40.00.

Western Druggist. Monthly. Publishers, The Byers Publishing Co. Est. 1919. Drug trade. Subscription, $2.00 a year. 30 pages, 3 cols., 10 inches by 2¼ inches. Circulation . . . . . No report

Western Dry Goods. Monthly. Publishers, Byers Publishing Co. Dry goods. Sub., $1.00 a year. 2 cols., 10 inches.

Western Gardener and Beekeeper. Monthly. Publisher, Dawson Richardson Publications, Ltd. Est. 1919. Horticultural, bees and poultry. Subscription, $1.00 a year. 32 to 48 pages, 3 cols., 10 inches by 2⅛ inches.
One page, one time—$45.00.

This publication is supreme in its field, being the only magazine of its class printed in the West. Subscribed for by professional and amateur gardeners and beekeepers, etc., and is the logical medium to use for those desiring to reach this exclusive class of readers. "Official Organ of the Manitoba Horticultural and Forestry Association." Advertising rates on application to The Western Gardener and Beekeeper, Winnipeg, Man.

Western Grocery Record. Monthly. Publishers, Western Business Papers, Ltd. . . . . ,. No report

Western Hardware Dealer. Monthly. Publishers, The Byers Publishing Co. Est. 1917. 1st and 15th of month. Hardware trade. 3 cols., 10 inches by 2¾ inches. Circulation . . . . . No report
One page, one time—$45.00.

Western Home Monthly. Monthly. Publishers, Home Publishing Co., Ltd. Est. 1899. 1st of month. Household and literary. Subscription, $1.00 a year, single copy 15 cents. 50 pages and more, 3 and 4 cols., 13 inches. **Total net paid circulation for six months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form . 47,606**
Rate: 40 cents per line agate flat.

The Western Home Monthly, Winnipeg, is the only magazine which serves the people in the distinct sales field of Western Canada. It reaches 48,000 homes, approximately 240,000 readers. Rate 40 cents flat per agate line. For full particulars regarding publication and its field, write Advertising Department. (Publisher's Statement.)

Western Ladies' Wear. Monthly. Publishers, The Byers Publishing Co. Est. 1922. 1st of month. Subscription, $1.00 a year. 30 pages, 3 cols., 10 inches. Circulation . . . . . No report
One page, one time—$55.00.

WINNIPEG—(Continued)

Western Lumberman. Monthly. See Vancouver, B.C.

Western Men and Boys' Wear. Monthly. Publishers, Western Business Papers, Ltd. Est. 1923. 15th of month. Men's wear trade. Sub., $1.00 a year. 28 pages, 2 cols., 10 by 3½ inches. Circulation . . . . . See Note A.

Western Municipal News. Monthly. Publishers, Western Municipal News. Est. 1906. 5th of month. Municipal matters. Subscription, $1.00 a year, single copy 10 cents. 28 pages, 2 cols., 9½ inches. Average circulation for year ending Dec. 31st, 1923 3,500
One page, one time—$33.00.

Western Poultryman. Monthly. Publishers, Dawson Richardson Publications, Ltd. Est. 1922. Poultry, bees and horticulture. Subscription, $1.00 a year. 32 to 48 pages, 3 cols., 10 inches.

Western School Journal. Monthly. Publishers, Western School Journal. Est. 1906. Educational. Subscription, $1.00 a year. 52 pages, 2 cols., 8 inches by 2⅛ inches. Circulation . . . . . No report

Western Shoe Trade. Monthly. Publishers, The Byers Publ. Co. Est. 1922. Shoe trade. Sub., $1.00 a year. 20 pages, 3 cols., 10 inches.

QUARTERLIES

Firemen's Magazine. Quarterly. Publishers, E. C. Cleaver. Est. 1921. Fire fighting. Sub., $1.00 a year. 80 pages, 2 cols., 10½ inches. Circulation . . No report

Johnian. Quarterly. Publishers, St. John's College Student Body. Est. —. Collegiate. Sub., $1.50 a year. 70 pages, 6½ by 4 inches. Circulation . . . . ½M.
One page, one time—$18.00.

NEW BRUNSWICK

Area—27,985 square miles, of which 74 are water area.

Population—Census 1921	387,876
Urban population	122,228
Rural population	265,648

Principal Cities—

	Population Census 1921
St. John	47,166
Moncton	17,488
Fredericton	8,114

New Brunswick is one of Canada's oldest and richest provinces. It is famous for its lumber, fishing, shipbuilding, coal mining, agriculture and hunting.

The lumber business, one of New Brunswick's chief industries, which was hard hit during the slump brought about by after-war conditions, is slowly but surely recovering. The winter operations for 1923-24 bid fair to be the largest in the history of the Province. The average number of men employed in the woods is about 12,000. Wages in the woods have increased and altogether general conditions are very satisfactory.

The Crown timber lands of the Province cover an area of over 12,000 square miles, or over seven and a half million acres, which, at the low price of $7.00 an acre, gives a value of over $50,000,000. The forest wealth of New Brunswick ranks fourth in the Dominion.

New Brunswick's annual lumber production totals nearly $34,000,000 from 255 saw mills, 5 pulp mills, 2 paper mills and 26 sash and door factories.

The water power of New Brunswick is estimated at 150,000 h.p. The largest undeveloped power site in the Maritime Provinces, the Grand Falls on the St. John River, has been under study by the New Brunswick Electric Power Commission during 1923, with the possibility of development being undertaken if all conditions are found favourable. At Aroostook falls, on the river of the same name, the Maine and New Brunswick Power Company completed extensive operations to their hydro-electric development and replaced two old units of 750 h.p. capacity each by new units of 2,000 h.p., thereby bringing the total capacity of the plant to 8,400 h.p.

The field crops, by acreage, for 1923 were as follows: wheat, 14,460; oats, 225,695; buckwheat, 43,910; potatoes, 45,522; roots, 10,800; hay, 555,105. The total yields were: Potatoes, 9,696,186 bushels; wheat, 289,000 bushels; oats, 7,447,935 bushels; buckwheat, 946,222 bushels; hay and clover, 695,381 tons. The value of the field crops was $22,679,800.

The total value of the agricultural production, including replacement of farm live stock, poultry, field crops, vegetables, fruit and apiary products, is about $40,000,000.

The increase in tourist traffic for 1923 was very marked. This has been brought about by advertising, more than ever before, the advantages of New Brunswick as a summer resort and making known abroad the very great improvement to its highways. Today there are about 15,000 miles of good roads. The result is that motor vehicles have increased in the Province from 2,800 in 1916 to 18,000 in 1923, an increase of about 550 per cent. in 7 years.

The Province of New Brunswick has the world's largest dry dock situated in St. John. It is 1,150 feet long by 120 feet wide and is capable of holding the largest ships in

the navy. St. John is Canada's chief winter port and has ocean connections with practically every port in the globe.

The latest returns available in the mining industry are those for 1922. The coal produced during that year was valued at $1,000,000 and the gas and oil at a trifle over a million dollars. During this year a bed of rock salt 455 feet thick was found at Gautreau, near Petitcodiac, at a depth of 1,261 feet. The total output of gypsum for 1922 was 64,500 tons. Some 30,000 tons of gypsum rock were shipped to the United States. Gypsum is shipped as far as Australia, Japan and South Africa.

The census of 1921 showed there were 7,787 men engaged in fisheries. New Brunswick ranks third in the value of its fisheries, being exceeded only by British Columbia and Nova Scotia.

New Brunswick has long been famous for its big game Two hundred and fifty years ago the great attraction of the country was the abundance of wild animals, and it is still the hunter's paradise for big and small game.

BATHURST, pop. 3,327. Country—Gloucester. 135 miles northeast of Fredericton. Railroad—C. N. Banks—Mtl., Royal, Prov. Nearby Towns—Salmon Beach 10 miles, Red Pine 13 miles. Country adapted for farming, fishing and lumbering. A growing summer resort. Natural Resources ——iron mines. Industries—lumber, pulp and paper mills, stone quarries, electric power plant, implement warehouses, bottling works and woodworking factory.

Northern Light. Weekly. Publisher, C. M. Mersereau. Est. 1913. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 1,680

100"—$20.00. 400"—$80.00. 1,000"—$200.00.

CAMPBELLTON, pop. 5,570. County—Restigouche. 185 miles north of Moncton, at the head of Baie des Chaleurs. Railroad—C. N. Banks—Com., N. S., Prov., Roy. Nearby Towns—Matapedia 14 miles, Dalhousie 16 miles. Country adapted for farming, lumbering and fishing. Natural Resources—fish and lumber. Industries—J. & D. A. Harquail, Ltd., planing mills; Lounsbury Co., Ltd., implements; McLennan Foundry & Machine Works, Ltd.; W. H. Miller Co., Ltd., saw mills; Richards Manufacturing Co., Ltd., saw mill; A. C. Roy, aerated waters; Stetson, Cutler & Co., Ltd., lime; Tobique Lumber Co., Ltd., saw mill.

Graphic. Weekly. Publishers, Graphic Ltd. Est. 1898. Thursday, Liberal. Subscription, $2.00 a year, 12 to 16 pages, 7 cols., 21¾ inches. Average circulation for year ending Dec. 31st, 1923 3,500

100"—$28.00. 400"—$112.00. 1,000"—$280.00.

Tribune. Weekly. Publisher, Chas. S. O. Crocket. Est. 1905. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19½ inches. Circulation . . . 3¾ M.

100"—$20.00. 400"—$48.00. 1,000"—$120.00.

In the Tribune of Campbellton you have the largest circulation of any publication in this progressive town. The Tribune has a circulation close on to 4,000 subscribers, and being independent in politics and striving always to make its editorials unbiased, it is read by both Conservatives and Liberals and has a following which a paper devoted entirely to one side of politics could not very well claim. (Publisher's Statement.)

CHATHAM, pop. 4,506. County—Northumberland. 98 miles northeast of Fredericton, on Miramichi River. Good deep water harbour. Second lumber and pulp shipping point in New Brunswick. The Miramichi timber lands lie back of the town. Colleges, etc.—college, convent and public schools. Seat of the Roman Catholic Bishop. Agricultural Exhibition buildings. Railroad—C. N. Banks—Mtl., N.S. Nearby Towns—Loggieville 5 miles, Nelson 5 miles, Newcastle 6 miles. Country adapted for mixed farming and lumbering. Natural Resources—lumber, pulpwood, fish and building stone. Industries—Chas. A. &. D. J. Cassidy, beer; Fraser

CHATHAM—(Continued)

Companies, pulp mills; Lawlor & Williams, marble; W. S. Loggie & Co., fish; Lounsbury Co., Ltd., farm implements; McDonald, H. R., hardware; Miramichi Foundry & Machine Works; Miramichi Lumber Co., sawmill; Chas. Rainsboro, sawmill; J. B. Snowball Co., Ltd., lumber; W. & R. Walsh, planing mill.

Gazette. Tri-weekly. Publisher, F. E. Jordan. Est. 1910. Monday, Wednesday and Friday. Independent-Liberal. Subscription, $2.00 a year, 4 to 12 pages, 6 and 7 cols., 21¾ inches. Average circulation for year ending Dec. 31st, 1923 1,360

100"—$18.00. 400"—$60.00. 1,000"—$150.00.

The Gazette is the only paper in the Province of New Brunswick which is published three times a week. This gives it an interest to the residents of this town and surrounding country which would not to be found in a paper published less often. Its frequency of publication gives it a special interest in the home. This publication should have a place on every National advertiser's list. (Publisher's Statement.)

World. Semi-weekly. Publisher, Estate of D. L. Stewart. Est. 1882. Wednesday and Saturday. Independent-Conservative. Subscription, $2.00 a year. 4 pages, 7 cols., 21 inches. Circulation . . . . . 1¾M.

100"—$12.00. 400"—$48.00. 1,000"—$120.00.

Commercial. Weekly. Publisher, The Commercial Press, Limited. Est. 1898. Tuesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . 2M.

100"—$21.00. 400"—$72.00. 1,000"—$180.00.

The Commercial is the only independent paper published in Chatham and consequently it is read by men on both sides of politics. It endeavors to give on all questions pertaining to the interest of the community an unbiased and unprejudiced opinion. Having the largest circulation and widest distribution in Northumberland County, the Commercial is readily recognized as the best advertising medium in its territory, enjoying as it does, not only a large circulation in the several towns, but also covering an extensive rural community. (Publisher's Statement.)

EDMUNDSTON, pop. 4,035. County—Madawaska. 130 miles northeast of Fredericton, on the St. John River. Railroads—C.P., Tem., C.N. Banks—Prov., Hoch., Roy. Nearby Towns—St. Basil 15 miles, St. Jacques 8 miles. Country adapted for farming and lumbering. Industries—aerated water works, saw, pulp and planing mills.

Le Madawaska. (French.) Weekly. Publishers, La Cie. d'Imprimerie de Madawaska, Ltée. Est. 1913. Thursday. Independent. Subscription, $1.50 a year. 6 pages, 6 cols., 19¼ inches. Circulation . . . . . 1¼M.

100"—$16.00. 400"—$64.00. 1,000"—$160.00.

Le Madawaska is the only French weekly published in the northern portion of New Brunswick. It circulates amongst a section of French-speaking people whcih cannot be appealed to through any other medium. It goes into the homes of a thrifty, prosperous and progressive community. It is read by every member of the family and then passed on to friends. In this way this medium gets the maximum of circulation. And any exclusive advertising publication should be placed on your list. (Publisher's Statement.)

Observer. Weekly. Publisher, John Hardwick. Est. 1922. Friday. Independent. Subscription, $1.50 a year. 4 pages, 6 cols., 19¾ inches. Circulation . . No report.

FREDERICTON, pop. 8,114. County—York. Provincial capital, situated on the right bank of the St. John River, 84 miles from its mouth. Educational centre of the Province, and outfitting point for the immense lumbering operations carried on in the St. John and southwest Miramichi rivers. The natural beauty of the city makes it a great resort for tourists, and during the hunting season many sportsmen pass through the city en route to the haunts of big game. Good passenger and freight service to St. John by rival steamship companies during the summer months. Railroads—C.P., C.N., Fred. & Grand Lake, St. John & Quebec. Banks—Mtl., Roy., N.S., Com. Colleges, etc.—University of N.B., High School, Provincial Normal School and Business College. Country adapted for general farming and lumbering. Industries—Capital Bottling Co.,

In Moncton its "The TIMES"

There is no alternative to newspaper advertising in Moncton; no advertising cost so small as "**Times**" space.

An appreciative audience in the quiet of 87% of the homes of this 20,000 city, as well as reaching the surrounding towns and villages where no newspapers are published: Salisbury, Havelock, Shediac, Elgin, Buctouche, Petitcodiac, Hillsboro, Dorchester and Memramcook is certain to afford you cheaper sale-cost than any other medium which you might consider as an alternative. One paper, one contract, gives you the heart of Moncton.

The unique and complete command of this single newspaper puts Moncton and its trading zone in a class by itself. This is testified to by the fact that the combined circulation of Halifax and St. John dailies in Moncton is not more than a few hundred. The **Times** purposely builds a paper complete enough to fill all the needs of its people, so the only way to reach these buyers is through their own daily—"**The Moncton Times.**"

The Times Printing Co.

Moncton, N. B.

CANADA.

FREDERICTON—(Continued)

aerated waters; Chestnut Canoe Co., Ltd.; J. Clark & Son, Ltd., farm machinery; Concrete Builders Ltd.; Enterprise Bottling Co., aerated waters; Fraser Companies, Ltd., saw mill; Hartt Boot & Shoe Co., Ltd.; McFarlane Neil Mfr. Co., Ltd.; New Brunswick Telephone Co., Ltd.; John Palmer Co., Ltd., tanners; Palmer-McLennan Shoe Pack Co., Ltd.; J. C. Risteen & Co., Ltd., woodworking factory and planing mill; M. Ryan & Sons., mfrs. brick; Smith Foundry Co., Ltd.; Stanley Douglas, Ltd., saw mill.

Gleaner. Daily. Publishers, Gleaner, Ltd. Est. 1890. Evening. Independent. Subscription, $4.00 a year. 8 to 16 pages, 7 cols., 21¼ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . 6,447**
100"—$56.00. 400"—$172.00. 1,000"—$360.00.

Mail. Daily. Publishers, Mail Printing Co. Est. 1910. Evening. Liberal. Subscription, $4.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . 2 M.

Mail. Weekly. Publishers, Mail Printing Co. Est. 1910. Wednesday. Liberal. Subscription, $1.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . 1½ M.

Royal Gazette. Weekly. Official information of the Provincial Government. Wednesday. 4 to 8 pages, 3 cols., 10½ inches. Official advertisements only.

Brunswickan. Monthly. (October to May incl.). Publishers, Students of University of New Brunswick. Est. 1882. Collegiate. Subscription, $1.50 a year. 50 pages, more or less, 2 cols., 8 inches.

HARTLAND, pop. 879. County—Carleton. 52 miles northwest of Fredericton. Railroad—C. P. Bank—Mtl. Nearby Towns—Woodstock 12 miles. Country adapted for farming, poultry and stock raising and lumbering. Centre of one of

HARTLAND—(Continued)

the best agricultural districts in the province. Industries—sash and door factory, carriage works, lumber yards, cement works, lath, lumber, shingle and grist mills.

Observer. Weekly. Publishers, Observer, Ltd. Est. 1909. Thursday. Liberal. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 2,750

100"—$20.00. 400"—$80.00. 1,000"—$200.00.

The Observer is the only weekly paper published in this district, which, apart from its lumbering interests, is indisputably the best agricultural section in the Province. When you realize that the population of Hartland is about 1,300, and the circulation almost 2,500, you can appreciate that its readers are by no means confined to the town of Hartland, although the Observer reaches practically every home in the latter place. It is the "local paper" for the nearby towns of Centreville, Florenceville, Bristol, Bath, Juniper and Grand Falls as well. (Publisher's Statement.)

MONCTON, pop. 17,488. County—Westmoreland. 95 miles east of Fredericton, on the Petitcodiac River, at the head of navigation of the Bay of Fundy. Port of entry. Railroads—C. N., C. P., M. & B. Headquarters of Eastern Division of the Canadian National Railways. Building permits in 1921 exceeded $1,000,000. Banks—Mtl., N. S., Com., Prov., Roy, Union. Colleges, etc.—Aberdeen High School and Manual Training School. Nearby Towns—Shediac 16 miles, Hillsborough 12 miles. Country adapted for farming and fruit growing. Natural Resources—natural gas, oil, stone, lumber and fish. Industries—John Abrams Sons, Ltd., foundry; Atlantic Underwear, Ltd.; J. H. Crandall, lumber; Farmers' Co-operative Creamery Co., Ltd.; Fawcett Milling Co., Ltd.; E. W. Givan, aerated waters; Havelock Mineral mill; M. F. LeBlanc, aerated waters; Lee, R. G. & Co., Springs Co., Ltd.; J. A. Humphrey & Son, Ltd., woollen varnish; LeB. D. Lockart, sawmill; Lounsbury Co., Ltd., farm implements; Maritime Cap Co., Ltd.; Maritime Linen Mills, Ltd.; Maritime Paper Co., Ltd.; J. A. Marven, Ltd., biscuits; Moncton Cement Products Co.; Moncton Tramways, Electricity & Gas Co., Ltd.; New Brunswick Wire Fence Co., Ltd.; Record Foundry & Machine Co., Ltd., stoves; T .F. Sherrard & Son, marble works; Sumner Co., hardware.

Times. Daily. Publishers, Times Printing Co. Est. 1868. Morning. Conservative. Subscription, $6.00 a year. 8 to 12 pages, 7 cols., 20½ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . 3,919**

1,000 1.—$30.00. 5,000 1.—$100.00. 10,000 1.—$200.00.

The Times—Moncton's oldest and most reliable medium for the National Advertiser—reaches the greatest number of the buying people in Moncton and Eastern and Northern New Brunswick. Rate Card on request. (Publisher's Statement.)

Times. Semi-weekly. Publishers, Times Printing Co. Est. 1868. Wednesday and Saturday. Conservative. Subscription, $1.50 a year. 8 to 12 pages, 7 cols., 20½ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,079**

1,000 1.—$25.00. 5,000 1.—$75.00. 10,000 1.—$150.00.

Transcript. Daily. Publisher, Moncton Transcript, Ltd. Est. 1882. Evening. Independent-Liberal. Subscription, $6.00 a year, 4 to 12 pages, 7 cols., 20½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . 4,893**

1,000 1.—$20.00. 5,000 1.—$100.00. 10,000 1.—$200.00.

Transcript. Semi-weekly. Publisher, Moncton Transcript Ltd. Est. 1882. Tuesday and Friday. Independent-Liberal. Subscription, $1.50 a year. 8 pages, 7 cols. ,20½ inches. Circulation . . . . . No report

1,000 1.—$20.00. 5,000 1.—$50.00. 10,000 1.—$100.00.

The Class Medium
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30,000 READERS DAILY

will see your advertisement in the St. John Globe; just the class of readers to whom your line will appeal—representative citizens who depend on the Globe for the best and most reliable in 'live news at home and abroad, and who pin their faith to the Globe's editorial comment on all great questions of the day both at home and throughout the civilized world. There is

NO WASTE CIRCULATION

for the Globe advertisers to contend with, for it's appeal is to the classes who insist on quality in everything they buy. This means practically 100% concentrated circulation. Write now, for

RATE CARDS AND PARTICULARS

The Saint John Globe Publishing Co. Limited.

ST. JOHN, N.B.

MONCTON—(Continued)

Acadien. (French.) Semi-weekly. Publishers, L'Acadien Ltée. Est. 1913. Liberal Tuesday and Friday. Subs., $1.50 a year. 8 pages, 7 cols., 20 inches. Circulation . . 2½M.
100"—$25.00. 400"—$88.00. 1,000"—$220.00.

L'Acadien is the only semi-weekly, purely Liberal paper published in the French language in Moncton and in all the Maritime Provinces. As the French population of both Moncton and surrounding country is largely Liberal, l'Acadien is an influential medium and has a very strong following. It is first of all a home paper, reaching a home-loving people, and, as an advertising medium, covering the French population of Moncton and surrounding country, its influence is far-reaching. (Publisher's Statement.)

Evangeline. (French.) Semi-weekly. Publishers, L'Evangeline, Ltée. Est. 1910. Monday and Thursday. Independent. Subscription, $2.00 a year. 4 pages on Monday, 8 pages on Thursday, 7 cols., 18 inches. Circulation . 4¼M.
100"—$30.00. 400"—$108.00. 1,000"—$270.00.

New Brunswick has a population of 387,876 inhabitants. One-third of this (121,111) is made up of French Acadians, and the only way to reach this population is through the columns of l'Evangeline, the most influential and the most circulated of all French papers in the Maritime Provinces. Remember; to reach the English-speaking population you must use a dozen or more papers; to reach the French-speaking population one paper is sufficient. (Publisher's Statement.)

Clarion. Weekly. Publishers, Clarion Publ. Co. Est. 1924. Comment. Subscription, $2.00 a year. 4 cols., 14⅛ by 2⅛ inches. Circulation . . . . . See Note A.

United Farmers' Guide. See Gardenvale, Que.

Educational Review. Monthly. Publisher, Maritime Press, Ltd. Est. 1887. 10th of month. Educational. Subscription, $1.25 a year. 28 pages, 2 cols., 9½ inches by 3¼ inches. Circulation . . . . . 1½ M.
One page, one time—$15.00.

Home Journal. Monthly. Publisher, C. H. Griffith. Est. 1923. 4 cols., 12½ inches. Circulation . See Note A.

NEWCASTLE, pop. 3,507. County—Northumberland. 96 miles northeast of Fredericton, on the Miramichi River, 26 miles from its mouth. Ferry to Chatham and Nelson. Railroad—C. N. Banks—N. S., Roy. Colleges, etc.—Harkins Academy and St. Mary's Convent. Nearby Towns—Chatham 7 miles, Nelson 5 miles, Douglastown 6 miles. Country adapted for mixed farming and mining. Natural Resources—stone, lumber and fish. Industries—Anderson Planing Mill; T. W. Crocker, fish; Durick, T. J., drugs; Hennessey, P., general store; Lounsbury Co., Ltd., implements; John Morrisey, implements; Newcastle Steamboat Co.; D. & J. Ritchie & Co., saw mill; Edward Sinclair Lumber Co.; Stothart Mercantile Co., Ltd., planing mill.

North Shore Leader. Weekly. Publisher, Geo. F. McWilliam. Est. 1906. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 1,835
100"—$18.00. 400"—$72.00. 1,000"—$180.00.

Union Advocate. Weekly. Publishers, Miramichi Publishing Co., Ltd. Est. 1867. Tuesday. Liberal-Conservative. Subscription, $2.00 a year. 8 to 12 pages, 6 cols., 19¾ inches. Circulation . . . . . 2¼ M.
100"—$18.00. 400"—$72.00. 1,000"—$180.00.

PERTH, pop. 406. County—Victoria. 73 miles northwest of Fredericton, on opposite side of the St. John River, connected by steel highway and railroad bridges. Railroad—C. P., at Perth Junction, ¼ mile. Banks—Mtl., N.S. Nearby Towns—Aroostock Jct. 5 miles, Red Rapids 10 miles, Fairmount 9 miles. Country adapted for farming. Natural Resources—lumber, limestone and large undeveloped water-powers. Excellent hunting and fishing. Industries—large lumber mills all through surrounding district, woodworking factory, carriage works and implement warehouses.

Eastern Canada's Leading Daily Papers

THE TELEGRAPH-JOURNAL

ST. JOHN, N.B.

Eastern Canada's Leading Morning Daily.

Covers New Brunswick population in the morning field as no other paper can.

Our A.B.C. (Publisher's Statement), for the six months ending March 31, 1924, shows a net paid circulation of 19,121, by far the largest circulation ever attained by any paper published east of Montreal.

New Brunswick's business outlook for 1925 is the brightest for years, and there will be much ready money in sight.

RATES

1,000 lines or over 7 cents per line.

In combination with The Evening Times-Star 10 cents per line.

THE EVENING TIMES-STAR

ST. JOHN, N.B.

Eastern Canada's Leading Evening Daily.

Covers St. John City and Suburbs.

Our A.B.C. (Publisher's Statement), for the six months ending March 31, 1924, shows a net paid circulation of 16,114, giving it the largest circulation of any evening paper published in the Maritime Provinces.

Reaches 60,000 people in St. John City and suburbs, and many thousands in nearby territory.

RATES

1,000 lines or over 5 cents per line.

In combination with The Telegraph-Journal 10 cents a line.

COMBINATION A. B. C. CIRCULATION OF THESE PAPERS, 35,235.

PERTH—(Continued)

Victoria County News. Weekly. Publisher, C. L. Olmstead. Est. 1920. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . 1,108**

100"—$20.00. 400"—$80.00. 1,000"—$200.00.

ST. JOHN, pop. 47,166. 60 miles south-east of Fredericton, in the Bay of Fundy, at the mouth of St. John River. Safe harbour, open all the year round. It is the winter terminus of the various Canadian Transatlantic steamship lines connecting with all parts of the world. Railroads—terminus C.P., N.B.S., C.N. Banks—Com., Mtl., N.S., Roy., Prov., Stand., Union. Colleges, etc.—High Schools and Business Colleges Natural Resources—red granite and bituminous coal in vicinity. Bank clearings in 1923 amounted to $141,-395,039. Industries—American Cloak Mfg. Co.; Ames-Holden-McCready Co., Ltd., shoes; Atlantic Sugar Refineries, Ltd.; J. B. Bardsley Hat Co.; Beatty Bros., Ltd., stable fittings; Thos. Bell & Co., lumber; Blue Ribbon Beverage Co.; Brandram-Henderson, Ltd., paints; Brayley Drug Co., Ltd.; Brown Paper Box & Paper Co., Ltd.; Canada Brush Co., Ltd.; Canada Nail & Wire Co., Ltd.; Canadian Oil Companies, Ltd.; Canadian Drug Co., Ltd.; Can. Spice & Specialty Mills; Canadian Milk Products, Ltd.; Christie Woodworking Co., Ltd.; J. Clark & Son, Ltd., machinery; Colonial Hide Co., Ltd.; Connors Bros., Ltd., fish packers; Consumers' Coal Co., Ltd.; Cornwall & York Cotton Mills Co.; Corona Co., Ltd., confectionery; Crosby Molasses Co., Ltd.; Crucible Steel Co. of America; Dunlop Tire & Rubber Goods Co., Ltd.; Eastern Motors, Ltd.; F. J. Estabrooke & Son, fruits; T. H. Estabrooks Co., Ltd., tea and coffee; Ferguson & Page, jewellers; James Fleming, foundry and autos; Foley & Co., pottery; Frost & Wood Co., Ltd., implements; Goodyear Tire & Rubber Co. of Canada, Ltd.; J. S. Gregory, saw mill; T. H. Haley, beer; Haley Bros. & Co., planing mill; T. Holly Radio Service; Imperial Clothing Co., Ltd.; Imperial Oil Co., Ltd.; Kaufman Rubber Co., Ltd.; Leonard Fisheries, Ltd.; E. Leonard & Sons, engines; William Lewis & Son, shipsmiths; J. A. Likely, Ltd., lumber; Maritime Nail Co., Ltd.; T. McAvity & Sons, Ltd., foundry; McClary Mfg. Co., stoves; McCormick Mfg. Co., Ltd., biscuits; George McKean Co., Ltd., lumber; K. McLaren, Ltd., mill supplies; McLean, Holt & Co., foundry; John E. Moore & Co., Ltd., Lumber; Murray & Gregory, Ltd., art glass; Nashwaak Pulp & Paper Co., Ltd.; National Clothing Mfg. Co., Ltd.; New Brunswick Power Co., Ltd.; New Brunswick Overall Co.; New Brunswick Telephone Co., Ltd.; Northrup & Co., grocers; C. H. Peters' Sons, Ltd., tannery; Purity Bottling Works, Ltd., aerated water; Randolph & Baker Co., Ltd., lime works; T. Rankine & Sons, Ltd., biscuits; Russia Cement Co., glue; St. John Hide Co.; St. John Iron Works, Ltd.; St. John Mercantile Co., Ltd., fish; John Sealy, fish; F. E. Sayre & Co., Ltd., lumber; T. S. Simms & Co., Ltd., brushes; Simonds Canada Saw Co., Ltd.; Smith, L. B., saw mill; Stetson Cutler & Co., lumber; Union Foundry & Machine Works, Ltd.; V. S. White & Co., lumber; A. R. Williams Machinery Co., Ltd., sewing machines; Wilson Box Co., Ltd.; John E. Wilson, Ltd., metal work; Walter Wilson & Son, saws.

Globe. Daily. Publishers, St. John Globe Publishing Co., Ltd. Est. 1858. Evening. Liberal. Subscription, $5.00 a year. 8 to 24 pages, 7 cols., 21 inches. Circulation . 7M.

1,000 1.—$40.00. 5,000 1.—$150.00. 10,000 1.—$300.00.

The Globe is the recognized medium to reach the well-to-do classes in St. John. Its columns are patronized by advertisers who cater to the best. (Publisher's Statement.)

Globe. Weekly. Publishers, St. John Globe Publishing Co., Ltd. Est. 1861. Wednesday. Liberal. Subscription, $1.00 a year. 8 pages, 7 cols., 21 inches. Circulation . 3M.

1,000 1.—$35.00. 5,000 1.—$100.00. 10,000 1.—$200.00.

ST. JOHN—(Continued)

Telegraph-Journal. Daily. Publishers, New Brunswick Publishing Co., Ltd. Est. 1868. Morning. Independent. Subscription, $5.00 a year. 12 to 24 pages, 8 cols., 21¼ inches. **Total net paid circulation for 6 months ending March 31, 1924, as per Publisher's Statement on A.B.C. Form. 19,121**

1,000 l.—$70.00. 5,000 l.—$350.00. 10,000 l.—$700.00.

Combined rate of Telegraph-Journal and Times-Star, 10 cents per agate line flat.

The amalgamation of three daily newspapers in the St. John field left The Telegraph-Journal the only morning newspaper in St. St. John. Associated with The Times-Star in the evening field, a combination A. B. C. statement, the highest in Eastern Canada, has been reached. The Telegraph-Journal and The Times-Star are the only A.B.C. papers published in New Brunswick. Their long-established and [illegible] records leave them pre-eminent in the Eastern Canadian field. See advertisement, page 99. (Publisher's Statement.)

Times Star. Daily. Publishers, New Brunswick Publishing Co., Ltd. Est. 1904. Evening. Independent. Subscription, $5.00 a year, 12 to 24 pages, 7 cols., 21¾ inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . 16,114**

1,000 l.—$50.00. 5,000 l.—$250.00. 10,000 l.—$500.00.

Telegraph. Semi-weekly. Publishers, New Brunswick Publishing Co., Ltd. Est. 1862. Wednesday and Saturday. Independent. Subscription, $1.00 a year. 8 pages, 8 cols., 21¼ inches. Circulation . . . . . 2¼M.

1,000 l.—$20.00. 5,000 l.—$100.00. 10,000 l.—$200.00.

Maritime Baptist. Weekly. Publishers, Maritime Baptist Publishing Co., Ltd. Est. 1838. Wednesday. Religious. Subscription, $1.50 a year. 16 pages, 4 cols., 13½ inches by 2½ inches. Average circulation for year ending Dec. 31st, 1923 6,141

1,000 l.—$35.00. 5,000 l.—$125.00. 10,000 l.—$250.00.

New Freeman. Weekly. Publishers, The New Freeman Publishing Co., Ltd. Est. 1900. Saturday. Religious. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. Circulation . . . . . No report

Business Review and Maritime Retailer. Monthly. Publishers, Paterson Printing Co. Est. 1915. 20th of month. Retail interests. Subscription, $1.50 a year. 72 to 96 pages, 3 cols., 10 inches by 2⅛ inches. Circulation . . 2¾M.

One page, one time—$20.00.

If you have anything which you want to advertise to the business men of the Maritime Provinces, the quickest and most effective way to reach them is through the Business Review and Maritime Retailer. This publication, with its sections devoted to finance and investment, insurances, the automobile and other lines of industry, is of vital interest to every business man in the Maritime Provinces. Every up-to-date progressive business man is on its mailing list. It is endorsed by the Retail Merchants Association and every member of this organization in the province is a subscriber. It is the only trade magazine in New Brunswick. (Publisher's Statement.)

Clerk and Maritime Salesman. Monthly. Publishers, Paterson Printing Co. Est. 1920. 1st of month. Salesmen. Subscription, $1.00 a year. 32 pages, 2 cols. 10½ by 3½ inches.

One page, one time—$17.00.

ST. STEPHEN, pop. 3,452. County—Charlotte. 62 miles southwest of Fredericton, on St. Croix River, opposite Calais, Me. Excellent steamboat connections with surrounding ports. Railroads—C. P., N. B. S. Banks—Mtl., N. S., Roy. Nearby Towns—Milltown 2 miles, St. Andrews 11 miles. Country adapted for farming and lumbering. Natural Resources—granite, lumber and fish. Industries—Carter, F. N., furs; Citizens' Telephone Co.; Clark Bros., Ltd., shoes; J. Clark & Son, Ltd., farm machinery; Dominion Fertilizer Co., Ltd.; Ganong Bros., Ltd., confectionery; Haley & Son, planing mill; Home Paper Box Co., Ltd.; International Drug Co.; Mann Axe Co., Ltd.; McAllister Bros., grist mill; St. Croix Soap Mfg. Co., Ltd.; Wry Pork Packing Co.

ST. STEPHEN—(Continued)

St. Croix Courier. Weekly. Publishers, St. Croix Ptg. & Publishing Co. Est. 1865. Thursday. Independent. Subscription, $1.50 a year. 12 to 16 pages, 7 cols., 22 inches. **Average sworn circulation for year ending Dec. 31, 1923 5,006**

100"—$35.00. 400"—$140.00. 1,000"—$350.00.

The St. Croix Courier is the only paper published in Charlotte County, and is read, we believe, in nearly every home in the county. The Courier features its home news and is all set and printed in our well-equipped plant. It has live correspondents in every community, and is the only paper that covers St. Stephen, Milltown, St. Andrews and St. George, and many other prosperous villages—a fine market for the national advertiser, who can reach it only through the St. Croix Courier. (Publisher's Statement.)

SACKVILLE, pop. 2,173. County—Westmoreland. 111 miles east of Fredericton, on the Tantramar River. Railroads—C. N., N. B. and P. E. I. Banks—N. S., Prov., Roy. Colleges, etc.—Mount Allison Academy, Ladies' College, Mount Allison University. Nearby Towns—Amherst 10 miles, Dorchester 12 miles. Country adapted for mixed farming and small fruit growing. Natural Resources—red sandstone. Industries—Edgar Ayer, harness; J. L. Black & Sons, Ltd., lumber; Geo. Campbell & Sons, Ltd., carriages; Eastern Hay & Feed Co., Ltd.; Enterprise Foundry Co., Ltd.; Charles Fawcett, Ltd., foundry; Bill C. Raworth Co., Ltd., carriages; Sackville Concrete, Ltd.; Sackville Paper Box Co., Ltd.; M. Wood & Son, Ltd., lumber; A. E. Wry-Standard, Ltd., boot and shoe factory.

Post. Semi-weekly. Publishers, Post Printing Co., Ltd. Est. 1870. Tuesday and Friday. Independent-Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 19½ inches. Circulation . . . . . 1¾ M.

100"—$20.00. 400"—$60.00. 1,000"—$150.00.

Tribune. Semi-weekly. Publishers. Tribune Printing Co., Ltd. Est. 1902. Monday and Thursday. Independent-Liberal. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . No report

100"—$30.00. 400"—$96.00. 1,000"—$240.00.

The Tribune, with its ten thousand readers, comes first in the quantity and quality of its circulation in Eastern Westmorland county. It is of special interest to residents both in Sackville and the surrounding country because it contains local news about people who are known or have been heard of and describes happenings in sections of the country which they know and which are of interest to them. News of this nature is always interesting to people living in small towns. The Tribune's circulation in Sackville, Middle and Upper Sackville is about 600, being greater than all competitors combined. (Publisher's Statement.)

Argosy. Weekly. Publishers, Eurhetorian Society of Mt. Allison University. Est. 1923. Issued from November to June. Collegiate. Subscription, $2.00 a year. 8 pages, 4 cols., 12 inches. Circulation . . . . . ¾M.

Wesleyan. Weekly. Publishers, News Publishing Co., Ltd. Est. 1838. Wednesday. Methodist. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . 4M.

100"—$35.00. 400"—$140.00. 1,000"—$350.00.

Argosy. Quarterly. Publishers, Eurhetorian Society of Mount Allison University and Eclectic Society of Mount Allison Ladies' College. Est. 1872. Collegiate. Subscription, $1.25 a year. 70 to 80 pages, 1 col., 6 inches.

Busy East of Canada. Monthly. Publishers, Busy East Press, Ltd. Est. 1910. Marine interests. Subscription, $1.00 a year. 40 pages and more, 2 cols., 9½ inches. Circulation . . . . . 2½ M.

One page, one time—$17.00.

SUSSEX, pop. 2,198. County—Kings. 58 miles east of Fredericton. Railroad—C. N. Banks—N. S., Roy., Union. Nearby Towns—Millstream 10 miles, Annidale 7 miles. Country adapted for dairying, lumbering and farming. Natural Resources—manganese, gypsum, coal, lumber and salt. Industries—Givan Printing & Paper Co., paper boxes; McKay, W. B., Ltd., general store; Sussex Beverage Co., aerated waters; Sussex Cheese & Butter Co., Ltd.; Sussex Mfg. Co., Ltd., refrigerators and farm implements; Sussex Mineral Springs Co., Ltd.; Wallace Machine Works, Ltd., threshers; C. T. White & Son, Ltd., lumber; S. H. White Co., Ltd., lumber.

Kings County Record. Weekly. Publishers, Maritime Publishing Co., Ltd. Est. 1887. Thursday. Independent. Subscription, $1.50 a year. 10 to 12 pages, 6 cols., 20 inches. Circulation . . . . . No report
100"—$28.00. 400"—$112.00. 1,000"—$280.00.

Maritime Farmer and Co-operative Dairyman. Semi-monthly. Publishers, R. D. Robinson Publishing Co., Ltd. Est. 1895. Agricultural. Every other Tuesday, Subscription, $1.00 a year. 32 pages, 4 cols., 12 inches by 2¼ inches. Circulation . . . . . 12M.
1,000 l.—$90.00. 5,000 l.—$450.00. 10,000 l.—$900.00.

Maple Leaf. See Toronto, Ont.

WOODSTOCK, pop. 3,380. County—Carleton. 52 miles west of Fredericton, on the St. John River. Railroads—C.P., C. N. Banks—Mtl., N. S., Roy. Nearby Towns—Hartland 12 miles, Jacksonville 3 miles. Country adapted for mixed farming, fruit growing and dairying. Natural Resources—lumber, copper and iron. Industries—Baird Co., Ltd., drugs; J. Clark & Son, farm machinery ;J. A. Hayden, saw mills; Imperial Products, lumber; Smith Lumber Co.; J. H. Thompson, aerated waters; Woodstock Creamery; Woodstock Woodworking Co., Ltd.

Carleton Sentinel. Weekly. Publisher, S. L. Lynott. Est. 1847. Friday. Liberal. Subscription, $1.50 a year. 8 to 12 pages, 7 cols., 21¾ inches. Average detailed circulation for year ending Dec. 31st, 1923 2,350
100"—$23.00. 400"—$84.00. 1,000"—$210.00.

The Carleton Sentinel is one of the oldest weeklies published in the Maritime Provinces. This paper was established in 1847, seventy-five years ago, and has become a family institution from father to son. In its politics it is liberal and circulates in a stronghold of liberalism. It has a sworn circulation of over 2,000 subscribers. As an advertising medium in its particular field it stands in a class by itself. (Publisher's Statement.)

Press. Weekly. Publishers, Press Printing Co., Ltd. Est. 1879. Tuesday. Conservative. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,700
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

NOVA SCOTIA

Area—21,428 square miles, of which 360 miles are water area.

Population, Census 1921	523,837
Urban population	225,350
Rural population	298,487

Principal Cities—

	Population Census 1921
Halifax	58,372
Sydney	22,545
Glace Bay	17,007
Amherst	9,998

Steadily and surely Nova Scotia is rising out of the industrial depression caused by world wide conditions.

In 1923 farmers were blessed with abundant crops of hay, roots and apples—the most productive in the history of Nova Scotia. The total hay crop was approximately 1,000,000 tons in comparison with 871,000 tons in 1922. The potato crop totalled about 6,000,000 bushels, an increase of at least 10 per cent. over the previous year. The apple crop reached 1,500,000 barrels. Nova Scotia leads all Canada today in apple production. It was the successful winner of six of the seven prizes at the Imperial Fruit Show, last fall.

The coal mines employ approximately 12,000 men, while 3,000 additional men are employed in subsidiary work. The production for 1923 was over 6,000,000 tons. The collieries are in good condition and preparations are in progress for the opening of new mines. This Province has sufficient coal still unmined to maintain the present output for more than one thousand years.

Notwithstanding the unusual ice conditions during the first three months of 1923, the fish catches for the year will be nearly equal to 1922, which amounted to 2,701,179 cwt. A notable development was the increase in the quantity of fresh and smoked fish disposed of in Canada. There is no doubt that this trade will expand.

The lobsters caught off the Atlantic coast of Nova Scotia are superior to any others in the world. While larger lobsters are sometimes caught in other provinces, the average size of N.S. lobsters range higher, due, it is said, to the rocky bottoms and deep waters of their habitat. A fairly good catch of lobsters was secured during 1923. About 150 factories were in operation and a pack of slightly over 70,000 cases produced. In addition, more than 3,750 tons were exported in the shell. The total value of the lobster catch exceeded $3,500,000.

The demand for lumber is increasing and the prospects are favorable. The cut for the season of 1922-23 was approximately 200,000,000 feet.

Investigations conducted by the Federal and Provincial Governments have revealed the fact that some 300,000 commercial horse power is available in Nova Scotia, most of it advantageously situated, both as regards population and sources of pulpwood supply. A number of projects are at present under consideration.

The gold bearing areas of Nova Scotia extend for about 275 miles with a varying width of from ten to seventy miles. Special interest in Nova Scotia gold mining has arisen from the demand for arsenic to combat the boll weevil in the cotton areas of the South. Nova Scotia's gold is largely associated with arsenical ores and therefore the increase in value of this by-product of the industry should tend to stimulate activity.

Valuable oil shales occur in Pictou, Colchester and Antigonish counties. It is estimated that the Pictou County areas alone contain 500,000,000 tons of shale, yielding a minimum of 30 gallons of oil per ton.

AMHERST, pop. 9,998. County—Cumberland. 100 miles northwest of Halifax. Railroad—C. N. Banks—Mtl., N. S., Com., Roy. Colleges, etc.—High School. Nearby Towns—Springhill 12 miles, Sackville 9 miles. Country adapted for farming and lumbering. Natural Resources—coal, red sandstone, gypsum and lumber. Industries—Amherst Boot & Shoe Co., Ltd.; Amherst Foundry Co., Ltd.; Amherst Pianos, Ltd.; Amherst Woolen Mills, Ltd.; Atlantic Lumber Co., Ltd.; Barker-McLean Motors, Ltd.; Barkers, The 2, Ltd.; Canada Electric Co., Ltd.; Canadian Car & Foundry Co., Ltd.; Christie Trunk & Bag Co., Ltd.; Cochrane, E, W. & Son; Cumberland Lime Fertilizers, Ltd.; Everett & Barron Co., Ltd., novelties; Edgar Filmore, lumber; W. A. Filmore, coal; Fuller, R. C. & Co., drugs; Maritime Telegraph & Telephone Co., Ltd.; Maple Leaf Lumber Co., Ltd.; McLean Milling Co., Ltd.; Morrison, Ltd., fruits; Rhodes, Curry Co., Ltd., contractors; Tennant's Ltd., aerated water works; Victor Bakery, Ltd..

News. Daily. Publishers, News-Sentinel, Ltd. Est. 1893. Evening. Independent. Subscription, $5.00 a year. 8 pages, 7 cols., 20 inches. **Detailed average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,417**
100"—$16.00. 400"—$64.00. 1,000"—$160.00.

News and Sentinel. Semi-weekly. Publishers, News-Sentinel, Ltd. Est. 1867. Tuesday and Friday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. **Detailed average sworn circulation for year ending Dec. 31st, 1923 . . . . . 2,141**
100"—$18.00. 400"—$72.00. 1,000"—$180.00.

ANNAPOLIS ROYAL, pop. 836. County—Annapolis. 129 miles west of Halifax, at the head of the shipping on Annapolis River. Steamer to St. John, 63 miles. Railroad—D. A. Banks—N. S., Roy. Colleges, etc.—Academy. Nearby Towns—Granville 4 miles, Bridgetown 18 miles. Country adapted for mixed farming and fruit growing. A famous apple district. Natural Resources—iron ore, lumbering and fish. Industries—shipyard, single and saw mills, creamery, evaporator, woodworking factories, iron foundries and brick yards.

Spectator. Weekly. Publisher, J. W. Dawson Stearns. Est. 1882. Thursday. Independent. Subscription, $1.50 a year. 8 to 12 pages, 5 cols., 18½ inches. Circulation, 1¾ M.
100"—$50.00. 400"—$80.00. 1,000"—$120.00.

ANTIGONISH, pop. 1,746. County—Antigonish. 105 miles northeast of Halifax, on St. George's Bay. Port of entry. Railroads—C. N. Banks—Com., N. S., Roy. Colleges, etc.—University and Convent. Nearby Towns—Tracadie 19 miles, Avondale 18 miles. Country adapted for farming and dairying. Natural Resources—gold, iron, sulphate of ammonia and plaster rock. Industries—butter and cheese factory, woollen and lumber mills, woodworking and condensed milk factories, carriages and aerated water works.

Casket. Weekly. Publishers, Casket Printing & Publishing Co. Est. 1852. Thursday. Independent. Subscription, $2.00 a year. 12 pages, 6 cols., 19 inches. Average circulation for year ending Dec. 31st, 1923 . . . 6,500
100"—$35.00. 400"—$120.00. 1,000—$300.00.

Xaverian. Monthly. Publishers, Students of St. Francis Xavier's University. Est. 1896. Monthly from October to May. Collegiate. Subscription, $2.00 a year. 100 pages, 10 inches by 8 inches. Circulation . . . . . ½ M.

ARICHAT, pop. 2,801. County—Richmond. 142 miles east of Halifax, on Chedabucto Bay. Fine harbour, connected with C. N. R. by steamer from Port Mulgrave. Bank—Roy.

ARICHAT—(Continued)

Colleges, etc.—Convent and School. Nearby Towns—St. Peters 12 miles, Port Hawkesbury 20 miles. Country adapted for farming and fishing. Summer resort. Natural Resources—coal, fish and lumber. Industries—lobster and fish packing factories, saw mill, lumber yards and fish curing plant.

Richmond County Record. Weekly. Publisher, Bertram Bourinot. Est. 1897. Saturday. Independent. Subscription, $1.50 a year. 4 pages, 8 cols., 25 inches. Circulation . . . . . 1½ M.
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

BADDECK, pop. 1,271. County—Victoria. 180 miles northeast of Halifax. Steam ferry to C. N. R. at Iona, 12 miles. Steamboat connections with Sydney and Halifax. Bank—Roy. Nearby Towns—Sydney 29 miles, Wycocomagh 25 miles. Tourist centre. Country adapted for farming, lumbering, fishing and gold mining, Industries—creamery, carriage repair shop and saw and cereal mills. Commercial centre for Victoria County.

Victoria News. Weekly. Publisher, Fred W. Gilman. Est. 1909. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 17¾ inches. Circulation . ¾ M.
100"—$20.00. 400"—$60.00. 1,000"—$150.00.

Baddeck is the centre of a prosperous farming, lumbering, fishing and gold and gypsum mining district. The one newspaper thoroughly covering Victoria County, of which Baddeck is the commercial centre, is the Victoria News. This prosperous section of Nova Scotia can only be covered by the use of the Victoria News. It has no competitor in its field, nor can this territory be covered in any other way. (Publisher's Statement.)

BERWICK, pop. 1,000. County—Kings. 74 miles northwest of Halifax. Railroad—D. A. Bank—Roy. Nearby Towns—Middleton 18 miles, Kentville 12 miles. Country adapted for mixed farming and fruit growing. Industries—saw, flour and grist mills, fruit packing houses, electric power plant, carriage works, creamery and foundry.

Register. Weekly. Publisher, W. L. Hatfield. Est. 1892. Wednesday. Independent. Subscription, $1.50 a year. 4 to 6 pages, 7 cols., 22 inches. Circulation . . No report

BRIDGETOWN, pop. 1,086. County—Annapolis. 117 miles west of Halifax, at head of navigation, on Annapolis River. Railroads — D. A., C. N. Banks—N. S., Roy. Nearby Towns—Annapolis Royal 14 miles, Middleton 14 miles. Country adapted for mixed farming and fruit growing. Natural Resources—lumber and fish. Industries—liniment, cider, boot and shoe, vinegar, barrel, carriage and woodworking factories, saw mills, brick yards and tannery.

Monitor. Weekly. Publisher, Frank H. Beattie. Est. 1873. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . . . 2 M.
100"—$22.00. 400"—$88.00. 1,000"—$220.00.

BRIDGEWATER, pop. 3,147. County—Lunenburg. 52 miles west of Halifax, at the head of the La Have River. Railroad—H. & S. W. Banks—Mtl., Com., Roy. Colleges, etc.—High School. Nearby Towns—Lunenburg 12 miles, Dublin Shore 13 miles. Country adapted for farming, fruit growing and gold mining. Natural Resources—gold at Minerva mines and lumber. Annual shipments of lumber, 50,000,000 feet. Industries—Acadia Gas Engine Co., Ltd.; Bridgewater shipping Co., Ltd.; Robert Dawson & Son, lumber; Caldwell-Yerxa, Ltd., grocer; Hubley Co., The. Limited; Kinley's Limited, drugs; La Have Creamery Co., Ltd.; Lunenburg Milling Co., Ltd.; R. M. McDormand, lumber; Phinney, Ltd., pianos; Taylor Drug Co.; Telfer's Woodworking Co., Ltd.; Waterman Tanning Co., Ltd.

Bulletin. Weekly. Publishers, C. J. Cragg & Co. Est. 1891. Tuesday. Conservative. Subscription, $2.00 a year. 8 pages, 7 cols., 21 inches. Circulation . . . . 2 M.
100"—$25.00. 400"—$72.00. 1,000"—$160.00.

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CALEDONIA, pop. 751. County—Queens. 72 miles southwest of Halifax. Railroad—H. & S. W., terminal of Caledonia Branch. Bank—N. S. Nearby Towns—Bridgewater 30 miles, New Germany 21 miles. Country adapted for farming, fruit growing and gold mining. An important lumbering point. Natural Resources—gold, lumber and waterpower. Industries—pulp mill, woodworking and barrel factories, repair shop and saw mills.

Gold Hunter and Farmers' Journal. Weekly. Publisher, George E. Banks. Est. 1888. Friday. Conservative. Subscription, $2.00 a year. 4 pages, 8 cols., 23 inches. Circulation . . . . . 1 M.

100"—$20.00. 400"—$64.00. 1,000"—$160.00.

CANSO, pop. 1,626. County—Guysboro. 130 miles northeast of Halifax, on Straits of Canso. Railroad—C. N. Bank—Mtl. Nearby Towns—Tracadia 8 miles, Port Mulgrave 9 miles. Country adapted for farming and dairying. Industries—fisheries, cannery, oilcloth and glue factories.

Canso Breeze. Weekly. Publishers, Guysboro Publishing Co. Est. 1920. Wednesday. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,263**

100"—$20.00. 400"—$60.00. 1,000"—$150.00.

DARTMOUTH, pop. 7,899. County—Halifax. 1 mile from Halifax. Railroad—C. N. 15-minute ferry service to Halifax. Banks—Com., N. S., Roy. Colleges, etc.—High School. Country adapted for farming. Natural Resources—gold and lumber. Industries—Acadia Sugar Refining Co. Ltd.; Calder-Fraser Co., Ltd., corn mill; Consumers' Cordage Co., Ltd.; Dartmouth Coal & Supply Co., Ltd.; Dartmouth Gas, Electric Light, Heating & Power Co., Ltd.; Dartmouth Iron Foundry Co., Ltd.; Dartmouth Lumber Co., Ltd.; Dominion Molasses Co., Ltd.; Eastern Coal Co.; E. H. McElmon, saw mill; John P. Mott & Co., spices; P. J. Otto, ice; Starr

DARTMOUTH—(Continued)
Mfg. Co., Ltd., skates; Alex. A. Webber & Son, sheet iron workers; G. H. Young, shipwright.

Independent. Weekly. Publishers, The Independent Co., Ltd. Est. 1920. Tuesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 18 inches. Circulation. No report.

Patriot. Weekly. Publishers, Dartmouth Printing & Publishing Co. Est. 1892. Saturday. Independent. Subscription, $1.00 a year. 8 pages, 7 cols., 21½ inches. Circulation . . . . . No report

DIGBY, pop. 1,230. County—Digby. 139 miles west of Halifax, on Bay of Fundy. Daily steamer from St. John. A leading summer resort in the Maritime Provinces. Railroad —D. A. Banks—N. S., Roy. Nearby Towns—Weymouth 20 miles, Bear River 9 miles. Country adapted for farming and stock raising. Natural Resources—lumber and fish. Industries—box packing and woodworking factories, four fish-curing establishments, saw mill and lumber yards.

Courier. Weekly. Publisher, Digby Printing & Publishing Co. Est. 1874. Friday. Independent. Subscription, $2.00 a year. 8 to 16 pages, 7 cols., 20½ inches. Circulation . . . . . 2½ M.
100"—$20.00. 400"—$72.00. 1,000"—$180.00.

GLACE BAY, pop. 17,007. County—Cape Breton. 213 miles northeast of Halifax. A coal shipping harbour. Atlantic station of the Marconi wireless service. Railroad—S. & L. Banks—Mtl., N. S., Com., Roy. Nearby Towns—Sydney 14 miles, Bridgeport 4 miles. Natural Resources—coal. It is the centre of the Dominion Coal Co.'s properties, which consist of 20 coal mines. The average wages paid are $10,000,000 a year. Country adapted for farming, mining and fishing. Industries—Chappel Bros. & Co., Ltd., woodworkers; Dominion Coal Co., Ltd.; Harris Abattoir Co., Ltd.; McKinley & Sons, aerated waters; Thompson & Sutherland, Ltd., hardware.

Gazette. Daily. Publishers, Gazette Publishing Co., Ltd. Est. 1901. Evening. Independent. Subscription, $6.00 a year. 8 to 16 pages, 8 cols., 21 inches. Average circulation for year ending Dec. 31st, 1923 6,325
1,000 l.—$15.00. 5,000 l.—$75.00. 10,000 l.—$150.00.

The Gazette dominates the local field both in advertising and circulation, thoroughly covering the entire colliery districts every afternoon. There is perhaps no community anywhere in Canada of equal size and population in which more money is expended by industrial corporations than in Glace Bay. If it's the people of Eastern Nova Scotia you want to reach, use the Glace Bay Gazette. (Publisher's Statement.)

Maritime Labor Herald. Weekly. Publishers, Maritime Labor Herald, Ltd. Est. 1921. Saturday. Labor. Subscription, $2.00 a year, 8 pages, 6 cols., 20 inches. Circulation . . . . . No report

HALIFAX, pop. 58,372. County—Halifax. Provincial capital, on Halifax Bay. One of the finest harbours in the world, open all the year round and strongly fortified, with steamship connections to all parts of the world. Port tonnage in 1923, 6,727,612. Customs receipts, 1922-23, $4,720,351. Educational and military centre of the province. Atlantic station of Royal Navy. Railroads—Terminus of D. A., C.N., H. & E., H. & S. W. Banks—Com., Mtl., Roy., N. S. Union. Colleges, etc.—High School, Academies, Ladies' College, Business College, Theological College, Presbyterian College and Dalhousie University. Country adapted for farming and dairying. Natural resources—fish, lumber and mines. Industries—Acadia Sugar Refining Co., Ltd.; Austen Bros., Ltd., colliery supplies; Banks, Ltd., lobster packer; Beazley Bros., submarine divers; Berringer Bros., grocers; Boak's, Ltd., coal; Charles Brister Son, Ltd., marine stores; Brookfield Bros., Ltd., lumber; Clayton & Sons, clothing; Wm. Colling & Sons, ironsmiths; Davison-Parker

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This triple alliance is **ace** high in Nova Scotia Province.

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The A. B. C. figures show:

The Herald (Morning)	Net paid	15,956
The Mail (Evening)	" "	15,359
The Sunday Leader	" "	6,041

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95 King Street E.

Montreal Office:

J. B. RATHBONE,
Transportation Bldg.

HALIFAX—(Continued)
Co., Ltd., lumber; Davis & Fraser, packers; Dominion Fisheries, Ltd.; Dominion Molasses, Ltd.; W. H. Donovan, aerated water; Dunfield & Co., Ltd., lumber; Eastern Lumber Co., Ltd.; Eastern Tel. & Tel. Co; Emmett, J. H., Ltd., pork packers; Arthur Fordham & Co., leather; James Fraser, lobster canner; Frank A. Gillis & Co., Ltd., lumber; Guildford & Sons, Ltd., supplies; Gunn & Co., Ltd., mills; Gutta Percha & Rubber, Ltd.; Halifax Dredging Co., Ltd.; Halifax Meat Mills, Ltd.; Halifax Seed Co.; Halifax Shipyards, Ltd.; Halifax Shovel Co.; Hendry, Ltd.; Hill & Dunfield, lumber; Hillis & Sons, Ltd., foundry works; Alex. Keith & Son, brewery; McColl Bros., Ltd.; J. A. McDonald, Piano & Music, Ltd.; Marine Telegraph & Telephone Co., Ltd.; W. & A. Moir, machinists; Moirs Ltd., chocolates; John P. Mott & Co., soap; Murray's, boots and shoes; Nova Scotia Construction Co., Ltd.; Nova Scotia Tramways & Power Co., Ltd.; Nova Scotia Fertilizer Co.; O'Leary & Lee, lobster packers; Estate F. J. Quinn, aerated waters; Robin, Jones & Whitman, Ltd., fish; Scotia Motors, Ltd.; H. R. Silver, Ltd., fish; Smith & Proctor, dairy products; Sun Maid Raisin Growers, Inc.; James T. Thompson, fish; Colin Tyrer, lumber; Arthur N. Whitman, Ltd., fish.

Acadian Recorder. Daily. Publishers, Blackader Bros. Est. 1813. Evening. Liberal. Subscription, $5.00 a year. 4 pages, 9 cols., 27 inches.

Acadian Recorder. Tri-weekly. Publishers, Blackader Bros. Est. 1813. Monday, Wednesday and Friday. Liberal. Subscription, $1.00 a year. 4 pages, 9 cols., 27 inches.

Chronicle. Daily. Publishers, Chronicle Publishing Co., Ltd. Est. 1844. Morning. Liberal. Subscription, $6.00 a year. 12 to 20 pages, 8 cols., 21 inches. **Total net paid circulation for 6 months ending Mar. 31st, 1924, as per Publisher's Statement on A.B.C. Form 10,360**
1,000 l.—$60.00. 5,000 l.—$300.00. 10,000 l.—$600.00.
Combination rate with Echo 9 cents per line agate flat.

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HALIFAX—(Continued)

Can you afford to miss this trio? The best, cleanest and most [illegible] published in Eastern Canada Morning Chronicle, [illegible] the Weekly Nova Scotian published at Halifax. As to the quality, we might say that these newspapers reach the homes of the well-to-do classes of people in Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland. There is no other means by which the advertiser can reach the prosperous homes of the Maritime Provinces as effectively as through these mediums. Circulation records of each newspaper audited by the Audit Bureau of Circulation, of which Association The Chronicle Publishing Company are members. (Publisher's Statement.)

Echo. Daily. Publishers, Chronicle Publishing Co., Ltd. Est. 1873. Evening edition of the Chronicle. Subscription, $[illegible] a year. 10 to 20 pages, 8 cols., 21 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Forms . . . 8,829**

1,000 1.—$50.00. 5,000 1.—$250.00. 10,000 1.—$500.00.

Nova Scotian. Weekly edition of the Chronicle. Publishers, Chronicle Publishing Co., Ltd. Est. 1824. Thursday. Liberal. Subscription, 50 cents a year. 24 pages, 5 cols., 16½ inches. **Total net paid circulation for 3 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form. 3,548**

1,000 1.—$30.00. 5,000 1.—$150.00. 10,000 1.—$300.00.

If used with Echo or Chronicle, 2c per line agate.

If used with both Echo and Chronicle, 1½c per line, agate.

Herald. Daily. Publishers, Halifax Herald, Ltd. Est. 1875. Morning. Independent-Conservative. Subscription, $7.00 a year. 10 to 32 pages, 8 cols., 21¼ inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . . 16,851**

Combination of Herald and Mail at 10c per line flat.

The Halifax Herald has always gladly furnished advertisers with the most complete details of circulation as will be shown by the Directory's ratings for the past years. One of the first Canadian members of the A.B.C.; one of the three Canadian papers on Printers' Ink Roll of Honor; most up-to-date paper in the Maritime Provinces, circulation largely over the entire province of Nova Scotia. (Publisher's Statement.)

Mail. Daily. Evening edition of Herald. Publishers, Halifax Herald, Ltd. Est. 1878. Subscription, $5.00 a year. 12 to 32 pages, 8 cols., 21¼ inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 15,817**

For rates, see Herald.

Sunday Leader. Weekly edition of the Herald and Mail. Publishers, Halifax Herald, Ltd. Est. 1878. Sunday. Illustrated and with Rotagravure Section. Subscription, $5.00 a year. 24 pages, 8 cols., 21¼ inches. **Total net paid circulation for 3 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Forms 5,264**

1,000 1.—$50.00. 5,000 1.—$250.00. 10,00 1.—$500.00.

Citizen. Weekly. Publisher, Weeks Printing Co. Est. 1919. Friday. Labor. Subscription, $1.00 a year. 6 pages, 8 cols., 21 inches.

100"—$50.00.

Dalhousie Gazette. Weekly. Publishers, Students' Council of Dalhousie University. Wednesday. During college session only. Subscription, $1.00 a year. 12 pages, 3 cols., 11½ inches. Circulation . . . . . 1¼M.

Gazette. Weekly. Publishers, J. A. Edens & Co. Est. 1921. Thursday. Official organ of the Roman Catholic Archdiocese of Halifax. Subscription, $2.00 a year. 8 pages, 6 cols., 19 inches. Circulation . . . . . 4M.

100"—$60.00. 400"—$220.00. 1,000"—$500.00.

Royal Gazette. Weekly. Publisher, F. W. Smith, King's Printer. Est. 1871. Wednesday. Official government organ. Subscription, $1.50 a year. 12 pages and more, 3 cols., 10¼ inches. Official information and notices only.

HALIFAX—(Continued)

Maritime Merchant. Fortnightly. Publishers, Imperial Publishing Co., Ltd. Est. 1892. Alternate Thursdays. Commercial. Subscription, $2.00 a year. 90 pages, 2 and 3 cols., 10 inches. Circulation . . . . . 1¾M.
One page, one time—$21.00.

Unless you know the Maritime Provinces intimately, it will be hard for you to appreciate the strength which the Maritime Merchant has in that field. It is a general storekeepers' paper (the provinces are a section of general stores), and the attitude of the general merchants toward it might be described as a genuine affection, and not merely one of confidence and respect. The "Merchant's" circulation is not duplicated by any other paper. Its readers are the flower of the general store trade of the province, and they cannot be successfully reached by any other medium than the "Merchant." (Publisher's Statement.)

Commercial News. Monthly. Publishers, Halifax Board of Trade. Est. 1921. Official organ of Halifax B. of T. 8 pages, 3 cols., 10 inches. Circulation . . . . . ¾M.

Industrial Advocate. Monthly. Publishers, Industrial Publ. Co. Est. 1896. Industrial mining. Subscription, $2.00 a year. 38 pages, 2 and 3 cols., 10 inches. Circulation. No report.

KENTVILLE, pop. 2,717. County—Kings. 56 miles northwest of Halifax, on the Cornwallis River. Business centre of Annapolis Valley. Railroad—D. A. Banks—N. S., Roy. Nearby Towns—Wolfville 8 miles, Berwick 12 miles. Country adapted for mixed farming, fruit growing and fishing. Industries—saw mills, machine shop, foundry, carriage factory, electric power plant, marble works and government experimental farm.

Advertiser and Western Chronicle. Semi-weekly. Publishers, Kentville Publishing Co., Ltd. Est. 1882. Tuesday and Friday. Conservative. Subscription, $2.00 a year. 8 pages, 5 cols., 17¾ inches. Circulation . . . No report
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

X-Ray. Monthly. Publishers, Patients at the Nova Scotia Sanatarium, Kentville. Est. 1919. Subscription, $1.50 a year. 48 pages, 2 cols., 11 inches. Circulation . ¾M.

LIVERPOOL, pop. 2,294. County—Queens. 69 miles southwest of Halifax, at the mouth of the Mersey River. Railroad—H. & S. W. Banks—N. S., Roy. Nearby Towns—Milton 3 miles, Brooklyn 2 miles. Natural Resources—gold and fish. Country adapted for fishing and hunting. Industries—large fishery, pulp, paper, saw, lumber, grist and pulp mills, granite and marble works, electric power plant, two iron foundries, machine shops and shipbuilding plant.

Advance and Western Counties Advocate. Weekly. Publisher, J. D. Clements. Est. 1878. Wednesday. Reform. Subscription, $1.50 a year. 4 pages, 8 cols., 24 inches. Circulation . . . . . 1¼M.

LUNENBURG, pop. 2,792. County—Lunenburg, 60 miles southwest of Halifax. Good harbour, with steamship service to Boston and Halifax. Railroad—H. & S. W. Banks—Mtl., Com., Roy. Nearby Towns—Bridgewater 11 miles, Dublin Shore 10 miles. Country adapted for farming and fruit growing. Natural Resources—gold, lumber and fish. A fishing fleet of over 150 vessels employs 2,500 men. The town has a powerful water plant for domestic purposes and fire protection. Industries—foundries, gas engine works, machine shop, ship yards, mills, boatbuilding factories and electric light plant.

Argus. Weekly. Publishers, News Co., Ltd. Est. 1909. Thursday. Conservative. Subscription, $1.75 a year. 8 pages, 6 cols., 20 inches. Circulation . . . No report
100"—$20.00. 400"—$48.00. 1,000"—$120.00.

LUNENBURG—(Continued)

Progress Enterprise. Weekly. Publishers, Progress-Enterprise Co., Ltd. Est. 1876. Wednesday. Liberal. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. Circulation . . . . . 1¾ M.
100"—$25.00. 400"—$64.00. 1,000"—$160.00.

MIDDLETON, pop. 875. County—Annapolis. 100 miles west of Halifax, in the Annapolis Valley. Railroads—D. A., H. & S. W. Banks—Roy., Com. Country adapted for fruit growing and farming. Natural Resources—iron, granite and lumber. Industries—patent medicine and woodworking factories, apple evaporator, cement, stone and brick works, creamery, iron works and machine shop.

Outlook. Weekly. Publisher, P. E. Black. Est. 1894. Friday. Independent. Subscription, $1.50 a year. 6 pages, 7 cols., 21 inches. Average circulation for year ending Dec. 31st, 1923 1,300
100"—$16.00. 400"—$64.00. 1,000"—$160.00.

NEW GLASGOW, pop. 8,974. County—Pictou. 89 miles northeast of Halifax, on the East Pictou River. Railroad—C. N. Electric railway connection with Stellarton, Trenton and Westville. Banks—Com., N. S., Roy. Colleges, etc.—High School, Business College and Technical School. Nearby Towns—Westville 5 miles, Stellarton 2 miles. Country adapted for agriculture. Natural Resources—coal, iron, steel and lumber. Industries—Cameron & Fraser, Ltd., woodworkers; J. W. Carmichael & Co., ships; Colonial Granite Co., Ltd.; J. W. Cuming & Son, Ltd., tools; Francis Drake, aerated waters; Eastern Car Co., Ltd.; James Eastwood, jewelry; Gammon Spurgeon, coal mining; John E. Garrett, mat patterns; J. J. Grant, builders; Johnson & MacDonald, Ltd., corn mill; McCulloch & Scott; McGregor, R. & Sons, Ltd., grocers; McGregor & Co., hardwear; McNeil, Walter, lumber; Matheson & Co., Ltd., machinery; Maritime Telegraph and Telephone Co.; Nova Scotia Steel & Coal Co., Ltd.; Pictou County Electric Co., Ltd.; Standard Clay Products, Ltd.; Steel Furnishing Co., Ltd.; Thompson & Sunderland, Ltd., stoves.

News. Daily. Publishers, Scotia Printers, Ltd. Est. 1911. Evening. Conservative. Subscription, $5.00 a year. 8 pages, 7 cols., 20½ inches. Average circulation for year ending Dec. 31st, 1923 3,300
1,000 l.—$12.50. 5,000 l.—$62.50. 10,000 l.—$125.00.

Eastern Chronicle. Semi-weekly. Publishers, Eastern Chronicle Publishing Co., Ltd. Est. 1843. Tuesday and Friday. Liberal. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . 3 M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

Enterprise. Weekly. Publishers, Enterprise Publishing Co. Est. 1888. Saturday. Independent-Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 . . 2,000
1,000 l.—$20.00. 5,000 l.—$100.00. 10,000 l.—$200.00.

New Glasgow, pop. 8,974, Co. Pictou at head of the tide on East River. 20 regular trains every day. Electric cars connects Trenton (2,500), Stellarton (4,000), Westville (4,000), Thorburn (1,500), every 20 minutes. Greatest manufacturing centre in the Maritime Provinces. Big steel works, car works, greatest in Canada; mining coal, manufacturers rifle sights, clay products, boiler works, sash and door factories.

The Enterprise, Saturday morning weekly. Est. 1888. New Glasgow and Westville. Subscription, $2.00 a year. Covers the field. (Publisher's Statement.)

Free Lance. Weekly. Publishers, Scotia Printers, Ltd. Est. 1894. Thursday. Conservative. Subscription, $1.00 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 2,500
100"—$12.00. 400"—$48.00. 1,000"—$120.00.

NORTH SYDNEY, pop. 6,585. County—Cape Breton. 200 miles northeast of Halifax, on the North Sydney Harbour. Railroad—C. N. Terminus. Terminus of Reid Newfound-

NORTH SYDNEY—(Continued)

land Steamer service. Shipping port of N. S. Steel-Coal Co. Principal cable station on Atlantic coast. Annual industrial pay-roll, $4,000,000. Banks—Roy., N. S., Com. Nearby Towns—Sydney 5 miles, Sydney Mines 3 miles. Country adapted for fishing and mining. Natural Resources—coal, stone, timber and fish. Industries—steel works, iron foundry, stove and furnace factory, marine slip.

Herald. Daily. Publishers, N. Sydney Herald Publishing Co., Ltd. Est. 1920. Evening. Liberal. Subscription, $6.00 a year. 8 pages, 7 cols., 20¼ inches.
100"—$16.00. 400"—$64.00. 1,000"—$160.00.

Herald. Weekly. Publishers, N. Sydney Herald Publishing Co., Ltd. Est. 1872. Wednesday. Liberal. Subscription, $1.50 a year. 8 pages, 7 cols., 20½ inches. Circulation . . . . . 4¼M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

OXFORD, pop. 1,402. County—Cumberland. 76 miles north of Halifax, on the Phillip River. Railroad—C. N. Bank—N. S. College, etc.—High School. Nearby Towns—Springhill 18 miles, Wallace 15 miles. Country adapted for mixed farming and dairying. Natural Resources—coal and stone. Great lumbering centre, with an annual shipment of about 10,000,000 feet. Industries—flour, saw, woollen and plaster mills, foundry, two woodworking factories, repair shop, carriage works and electric power plant.

Journal. Weekly. Publisher, S. A. Marchant. Est. 1897. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. Circulation . . No report

PARRSBORO, pop. 2,748. County—Cumberland. 60 miles northwest of Halifax on Minas Basin. Railroad—C. P. Terminal D. A. R. Banks—Com., Roy. Country adapted for farming and lumbering. Annual coal exports, 212,000 tons. Nearby Towns—Springhill 27 miles, Southampton 18 miles. Natural Resources—fish, lumber and coal. Industries—shipyards, saw mills, carriage works, 4 garages and 2 machine shops.

Record-Leader. Weekly. Publishers, Record Newspapers. Est. 1921. Thursday. Liberal. Subscription, $2.00 a year. 4 pages, 7 cols., 22 inches. Circulation . . . . 1 M.
100"—$23.00. 400"—$80.00. 1,000"—$160.00.

The Record-Leader, with its circulation of 1,178, is the only paper published in Parrsboro. The school census population of Parrsboro in 1923 was 3,043. Parrsboro is an extensive shipping point, exporting annually 55,000,000 feet of lumber and 112,000 tons of coal. Parrsboro has a natural drydock in which ship-building and ship repairs are carried on. It is the centre of a well-to-do farming district.. It is the terminal of the Dominion Atlantic Ry. (Canadian Pacific Steamship Service), Cumberland Railway and Coal Company, connecting with C.N.R. It is a prosperous town in a prosperous county. The Record-Leader covers exclusively the western half of Cumberland County. (Publisher's Statement.)

PICTOU, pop. 2,988. County—Pictou. 85 miles north of Halifax. Fine harbour on Northumberland Strait. Steamship communication with P. E. Island, the Magdalen Islands, North Shore Cape Breton, and Montreal in summer. Railroad—C. N. Banks—N. S., Roy. Colleges, etc.—Pictou Academy. Nearby Towns—Westville, 9 miles, Stellarton 10 miles, New Glasgow 12 miles. Natural Resources—coal, freestone, lumbering and fish. Industries—Atlantic Milling Co., Ltd.; Burnham & Morrill Co., canners; J. Carson & Son, planing mill; Fullarton & Son, sashes; J. Hamilton & Sons, biscuits; McDonald & Bethune, dry goods; Fred. Magee, Ltd., cannery; Priest, J. W., boots and shoes; Pictou Foundry & Machine Co.; J. & J. Yorston, shipbuilding plant.

Advocate. Weekly. Publishers, Advocate Printing & Publishing Co., Ltd. Est. 1893. Friday. Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 21¾ inches. **Average detailed sworn circulation for year ending December 31st, 1923** 2,550
100"—$28.00. 400"—$84.00. 1,000"—$21.00.

Why You Should Advertise In The Sydney Record

Because it covers the greater Sydney District, where one-fifth of the population of Nova Scotia resides.

Because it reaches a constituency where twice as much average wealth per capita is in circulation as in the Province of Nova Scotia at large.

Because it gives the advantage of a growing newspaper circulation in a constituency where there is concentration of population.

Because it covers a district where the industrial payroll last year totalled $24,500,000.00

Because it is the evening paper that all the family reads in 5,000 prosperous homes.

Write today for advertising rates, etc., and copies of The Record.

RECORD PUBLISHING CO. LIMITED
296 CHARLOTTE STREET,
SYDNEY, N.S.

PORT HAWKESBURY, pop. 869. County—Inverness. 130 miles northeast of Halifax, on Straits of Canso. Ferry from Mulgrave and Port Hastings. Railroads—C.N., Inv. & C.B. Bank—Roy. Colleges, etc.—County Academy. Nearby Towns—Point Tupper 2 miles, Port Mulgrave 12 miles. Country adapted for farming and fishing. Natural Resources—stone, lumber and fish. Industries—extensive cold storage plant and fisheries, boat-building factories, marine railway and lumber yards.

Journal-Bulletin. Weekly. Publishers, Eastern Journal Publishing Co. Est. 1889. Friday. Liberal. Subscription. $1.50 a year. 4 pages, 8 cols., 24 inches. Circulation . 1 M.

100"—$15.00. 400"—$60.00. 1,000"—$150.00.

PORT HOOD, pop. 805. County—Inverness. 145 miles northeast of Halifax. Railroad—Inv. Bank—Mtl. Colleges, etc.—County Academy. Nearby Towns—Port Hawkesbury 31 miles, Inverness 26 miles. Country adapted for farming, coal, mining and lumbering. Natural Resources—coal, lumber and fish. Industries—lobster canning and toy factories, and saw mills.

Greetings. Weekly. Publisher, D. W. Jones. Est. 1898. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 2,000**

100"—$15.00. 400"—$60.00. 1,000"—$150.00.

SHELBURNE, pop. 1,360. County—Shelburne. 162 miles southwest of Halifax, on Shelburne Harbour. Summer resort with very good harbour. Railroad—C. N. Bank—Com. Nearby Towns—Lockeport 20 miles, Barrington 21 miles. Country adapted for mixed farming, lumbering and fishing. Natural Resources—fish and lumber. Industries—several saw and shingle mills, tannery, iron and marble works, lumber yards, shipbuilding yards, box and gas engine factories.

SHELBURNE—(Continued)

Gazette and Coast Guard. Weekly. Publishers, Shelburne Gazette Co., Ltd. Est. 1896. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 17¾ inches. Circulation . . . . . 1¾ M.
100"—$17.00. 400"—$56.00. 1000"—$100.00.

SPRINGHILL, pop. 4,958. County—Cumberland. 80 miles northwest of Halifax. Railroad—C. R. & C. Banks—Com., Roy. Colleges, etc. — five schools with 1450 pupils. Nearby Towns — Oxford 19 miles, Amherst 12 miles. Country adapted for mining, lumber and farming. Natural Resources—extensive coal mines in the vicinity, with a daily output of over 1,200 gross tons, employing 1,458 men with a weekly payroll of $33,000. Industries — saw mill, steel and aerated water works, lumber yards, woodworking factory and electric power plant.

Record and Mining Journal. Weekly. Publishers, Record Newspapers. Est. 1914. Saturday. Independent. Subscription, $1.50 a year. 4 to 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 . 1,125
100"—$24.00. 400"—$80.00. 1,000"—$160.00.
Publishes also Parrsboro Record.

The population of Springhill is 7,000. School attendance in 1923-4 numbered 1,423 pupils. It is a coal mining town operating three slopes. Dominion Coal Co. (Besco) employs 1,458 men with a weekly payroll of $33,000. Get your share of this by advertising in the only paper published in Springhill. It has a circulation of 1,125, 925 of which circulates in Springhill. The Record is published on Saturdays (pay day). This territory can only be effectively covered by advertising in the Record and Mining Journal. (Publisher's Statement.)

Church Work. Semi-monthly. Publishers, Church Work Pub. Co., Ltd. Est. 1876. 15th and 30th of month. Church of England. Subscription, $1.00 a year. 8 pages, 5 cols., 17 inches.

STELLARTON, pop. 5,312. County—Pictou. 82 miles north of Halifax. Railroad—C. N. Bank—N. S. Nearby Towns—Westville 3 miles, New Glasgow 3 miles. Country adapted for farming and lumbering. Natural Resources—coal. Industries—coal and lumber yards, biscuit factories, feed and grist mills, machine and repair shops, electric power plant and creameries.

Workers' Weekly. Weekly. Publishers, Muir & Bell. Est. 1919. Friday. Labor. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . . 2½ M.
100"—$21.00. 400"—$84.00. 1,000"—$210.00.

Maritime Mining Record. Semi-monthly. Publisher, Robert Drummond. Est. 1880. 2nd and 4th Wednesday. Mining. Subscription, $1.00 a year, 24 pages, 2 cols., 10 inches.

SYDNEY, pop. 22,545. County—Cape Breton. 263 miles northeast of Halifax. Excellent deepwater harbour situated in the eastern part of Cape Breton Island. The city is the centre of a rich coal-mining district, and the shipping port for the Brit. Empire Steel Co., the Dominion Iron & Steel Co., and the N. S. Steel and Coal Co. Steamboat connections with Halifax, Montreal and St. John's, Nfld. Railroads—Terminus of C. N. Banks—Mtl., Com., Roy., N. S. Colleges, etc.—Academy, Convent, Technical School and Business Colleges. Nearby Towns—North Sydney 5 miles, Glace Bay 15 miles, Louisburg 24 miles. Country adapted for farming and coal mining. Natural Resources—coal, iron and limestone. Industries—Cape Breton Electric Co., Ltd.; Cape Breton Ice Co.; Chappell Bros. & Co., Ltd., planing mill; The Cross Fertilizer Co., Ltd.; Dominion Coal Co., Ltd.; Dominion Steel & Iron Co., Ltd.; Dominion Tar & Chemical Co., Ltd.; Harris Abattoir Co., Ltd.; Havelock Bottling Co., Ltd., aerated waters; Lynch's Limited, bread; Petrie Mfg. Co., Ltd., aerated waters; Shaw & Martin, Ltd., roofers; Smith & Proctor, Ltd., dairy products; Sydney Foundry & Machine Co., Ltd.; Sydney Ice Co., Ltd.

Post. Daily. Publishers, Sydney Post Publishing Co., Ltd. Est. 1900. Morning and evening. Liberal-Conservative. Subscription, $6.00 and $8.00 a year. 8 to 16 pages, 7 cols., 21 inches. **Total net paid circulation for 6 mos. ending Mar. 31st, 1924, as per Publisher's Statement on A.B.C. Form 4,226**
1,000 l.—$35.00. 5,000 l.—$125.00. 10,000 l.—$250.00.

Central Nova Scotia

If interested in Central Nova Scotia, write us for full particulars, or consult any recognized advertising agent.

TRURO

is the Centre of Nova Scotia.—The advertising mediums are:

The Truro Daily News, 8 to 16 pages, $5.00 a year.

The Truro Weekly News, 16 to 24 pages $3.00 a year.

The Canso Breeze, 8 pages, $2.00 a year.

News Publishing Co., Limited

Publishers and Printers,

TRURO, N.S.

SYDNEY—(Continued)

Bras d'Or Gazette. Weekly edition of the Post. Publishers, Sydney Post Publishing Co., Ltd. Est. 1896. Wednesday. Liberal-Conservative. Subscription, $1.50 a year. 8 pages, 7 cols., 21 inches. Average circulation for year ending Dec. 31st, 1923 700
1,000 l.—$15.00. 5,000 l.—$75.00. 10,000 l.—$150.00.

Record. Daily. Publishers, Record Publishing Co. Est. 1890. Evening. Liberal. Subscription, $6.00 mailed, $8.00 delivered a year. 10 to 16 pages, 8 cols., 22 inches. Average circulation for year ending Dec. 31, 1923 4,960
1,000 l.—$20.00. 5,000 l.—$75.00. 10,000 l.—$150.00.

Advertising in The Sydney Record covers the greater Sydney District, where one-fifth of the population of Nova Scotia resides. Reaches a constituency where twice as much average wealth per capita is in circulation as in the Province of Nova Scotia at large. This is the biggest localized constituency in eastern Canada, and it may be thoroughly covered only through the columns of the Record. (Publisher's Statement.)

TRURO, pop. 7,562. County—Colchester. 61 miles north of Halifax, near head of Cobequid Bay. Railroads—C. N., D. A. Banks—Com., N. S., Roy., Union. Colleges, etc.—Provincial Normal School, Manual Training School, Domestic Science School, Agricultural College. Nearby Towns—Maitland 12 miles, Stewiacke 15 miles. Country adapted for farming, dairying and lumbering. Industries—Bigelow & Hood, aerated waters; The Borden Co., Ltd., milk; Brookfield Creamery, Ltd.; Geo. A. Christie, planing mill; G. B. Crowe & Co., pumps; Eastern Hat & Cap Mfg. Co., Ltd.; Eastern Shirts, Ltd.; D. C. McKenzie & Son, planing mill; McLeod Bros., wire works; McMullen Hardware Co., Ltd.; J. J. Snook, Ltd., harness; Spencer Bros. & Turner, Ltd., sash and door factory; Stanfields, Ltd., woollens; Truro Wholesalers, Ltd., grocers.

News. Daily. Publishers, News Publishing Co., Ltd. Est. 1892. Thursday. Independent. Subscription, $3.00 a year. 8 to 16 pages, 6 cols., 20 inches. **Average detailed**

TRURO—(Continued)

sworn circulation for year ending Dec. 31st, 1923 . 1,259
100"—$13.00. 400"—$48.00. 1,000"—$100.00.

Truro is the centre of Nova Scotia, the railway hub of the Province. The Truro Daily News covers the town. The Truro Weekly News goes to entirely different subscribers, covering Central Nova Scotia. The Canso Breeze is the only paper in Guysboro County. There is no duplication in the three papers. Very low combined advertising rates. Most well-to-do readers. Write for particulars and quotations. (Publisher's Statement.)

News. Weekly. Publishers, News Publishing Co., Ltd. Est. 1892. Thursday. Independent. Subscrpition, $3.00 a year. 16 to 24 pages, 6 cols., 20 inches. **Average detailed sworn circulation for year ending Dec. 31, 1923 . 5,268**
100"—$35.00. 400"—$120.00. 1,000"—$300.00.

Colchester Sun. Weekly. Publishers, Truro Printing & Publishing Co., Ltd. Est. 1871. Thursday. Independent-Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches.
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

Truro Citizen. Weekly. Publishers, Truro Printing & Publishing Co., Ltd. Est. 1909. Saturday. Independent. Subscription. $3.00 a year. 16 pages, 6 cols., 20 inches.
100"—$18.00. 400"—$72.00. 1,000"—$180.00.

WESTVILLE, pop. 4,417. County—Pictou. 100 miles northeast of Halifax. Railroad—C. N. Banks—N. S., Roy. Nearby Towns—Stellarton 3 miles, New Glasgow 5 miles, Pictou 10 miles. Country adapted for farming, mining and lumbering. Natural Resources—coal and lumber. Industries—Intercolonial Coal Mining Co., Ltd.

Enterprise. See New Glasgow.

Free Lance. See New Glasgow.

WINDSOR, pop. 3,591. County—Hants. 38 miles northwest of Halifax, on Avon River. Railroad—D. A. Banks—Com., N. S., Roy. Colleges, etc.—University of King's College, Collegiate Institute Academy, Edgehill Church School for Girls. Nearby Towns—Wolfville 13 miles, Hantsport 8 miles. Country adapted for mixed farming, fruit growing and lumbering. Natural Resources—limestone, gypsum, gold and lumber. Industries—Jos. N. Bullivant, lumber; Colonial Fertilizer Co.; Ira S. Crowe, lumber; William Curry & Sons, Ltd., sashes and doors; Hart, Jno., lumber; Hants Wholesalers, Ltd., knit goods; Newport Plaster Mining & Mfg. Co., Ltd.; Nova Scotia Evaporators, Ltd.; Wentworth Gypsum Co., Ltd.; Windsor Electric Light & Power Co., Ltd.; Windsor Foundry & Machine Co., Ltd.; Windsor Furniture Co., Ltd.; Windsor Plaster Co., Ltd.

Hants Journal. Weekly. Publisher, H. S. Anslow. Est. 1867. Wednesday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 6 cols., 19¾ inches. Circulation . 2 M.
100"—$20.00. 400" $80.00. 1,000"—$180.00.

In proportion to its population, the town of Windsor is one of the most prosperous in Nova Scotia. With its schools and university its standard of intelligence is unusually high. The surrounding country, with its mixed farming, fruit-growing, gypsum mines and lumbering, offers a rich harvest to the advertiser. The Hants Journal with a circulation of over 2,000 copies, covers this field. It goes into the most prosperous homes in Windsor and surrounding country, and as an advertising medium its influence is far-reaching. (Publisher's Statement.)

Tribune. Weekly. Publishers, Windsor Tribune Publishing Co., Ltd. Est. 1881. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 21 inches. Circulation . . . . . 1¾M.
100"—$21.00. 400"—$84.00. 1,000"—$210.00.

Forward. Semi-monthly. Publishers, Grand Division Sons of Temperance of Nova Scotia. Est. 1893. 2nd and 4th Saturdays. Prohibition. Subscription, $1.00 a year. 4 pages, 5 cols., 18 inches.

King's College Record. Five times during academic year. Publishers, Students King's College. Est. 1877. Oct. to April. Collegiate. Subscription, $1.50 a year. 55 pages, 1 col., 10 inches. Circulation . . . . . ½M.

Templar. Monthly. Publishers, Hants Journal. Est. 1896. 1st week of month. Temperance. Subscription, 50 cents a year. 8 pages, 4 cols., 11 inches.

WOLFVILLE, pop. 1,743. County—Kings. 64 miles west of Halifax, on Minas Basin, Bay of Fundy. Favorite summer resort. Railroad—D. A. Banks—Mtl., Roy. Colleges, etc.—Acadia University, Acadia Seminary, Collegiate Academy. Nearby Towns—Kentville 8 miles, Canning 8 miles. Country adapted for farming, dairying and fruit growing. Natural Resources—lumber. Industries—Acadia Dairy Co., Ltd.; W. H. Chase & Co., produce; Gaspereau River L. H. P. Co., Ltd.

Acadian. Weekly. Publishers, Davidson Bros. Est. 1883. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . 1M.
100"—$20.00. 400"—$64.00. 1,000"—$160.00.

Acadia Athenaeum. Monthly. Publishers, Acadia Athenaeum Society. Est. 1873. Collegiate. Subscription, $1.50 a year. 80 pages and more, 1 or 2 cols., 6¾ inches. Issued only during college year. Circulation . . ½ M.

HERALD-TELEGRAM
Yarmouth, Nova Scotia

THE HERALD Published Tuesday Sworn circulation, 3,370

THE TELEGRAM Published Friday Sworn circulation, 3,370

The Herald has been published continuously for ninety years and its clientele is unsurpassed in its territory.

For Publicity in Yarmouth and western Nova Scotia USE The Yarmouth Herald and Telegram.

Member of Canadian Weekly Press Association and Maritime Selected Weeklies.

YARMOUTH, pop. 7,073. County—Yarmouth. 137 miles southwest of Halifax, at the entrance of the Bay of Fundy Regular steamboat connection with Boston, Halifax and St. John. A favorite summer resort. Railroads—D. A., H. & S. W. Banks—Mtl., N. S., Com., Roy. Colleges, etc.—Academy. Nearby Towns—Tusket 9 miles, Belleville 13 miles. Country adapted for farming and strawberry growing. Natural Resources—lumber and fish. Industries—Baker, L. E. & Co., coal; Hugh Cann & Sons, Ltd., ship owners; Cosmos Cotton Co., Ltd.; Law, Wm. & Co., grocers; Minards Liniment Co., Ltd.; Mud Island Lobster Co., Ltd.; Parker-Eakins Co., Ltd., fish; J. Pink & Co., aerated waters; Simpson Roberts & Co., Ltd., exporters canned goods; Yarmouth Light & Power Co., Ltd.; Yarmouth Marine Railway Co., Ltd.

Herald. Weekly. Publisher, J. M. Lawson. Est. 1833. Tuesday. Liberal. Subscription, $2.50 a year. 8 pages, 7 cols., 20¼ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 3,370**
100"—$45.00. 400"—$160.00. 1,000"—$400.00.

Light. Weekly. Publisher, C. Carey. Est. 1890. Thursday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 6 cols., 20 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 2,749**
100"—$40.00. 400"—$160.00. 1,000"—$400.00.

The Light, established in 1890, is a live weekly paper in a live town. It serves a population that is prosperous and progressive, spending freely, and thus forming a good class to which to appeal for trade, especially by the national advertiser. Yarmouth has all modern conveniences, filtered water, good roads and walks, and fine schools and prosperous people. The Light is a member of the Canadian Weekly Press Association. (Publisher's Statement.)

Telegram. Weekly. Publisher, J. M. Lawson. Est. 1885. Friday. Liberal. Subscription, $2.50 a year. 4 to 6 pages, 7 cols., 20¼ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 3,370**
100"—$45.00. 400"—$160.00. 1,000"—$400.00.

ONTARIO

Area—407,262 square miles, of which 41,382 are water area.

Population, Census 1921	2,933,662
Urban population, Census 1921	1,707,370
Rural population, Census 1921	1,226,292

Principal Cities—

	Population Census 1921
Toronto	521,893
Ottawa	107,843
Hamilton	114,151
London	60,959
Brantford	29,440
Kingston	21,753
Peterborough	20,994
Windsor	38,591
"Border Cities"	55,860
Fort William	20,541
Kitchener	21,763
Guelph	18,128
St. Thomas	16,026
Stratford	16,094
Owen Sound	12,190
St. Catharines	19,881
Port Arthur	14,886
Sault Ste. Marie	21,092
Chatham	13,256
Cobalt	4,449
Sarnia	14,877
Belleville	12,206
Brockville	10,040
Woodstock	9,935
Niagara Falls	14,764

Agriculturally, Ontario has been but barely scratched, and yet ranks first in productive power with Canada's finest agricultural districts. In Southern Ontario all kinds of farm and garden produce, from grapes and peaches to cereals and root crops of every variety, thrive to perfection. The Ontario Agricultural College report states that during the past 21 years, the increased yields of barley, oats and winter wheat, in comparison with former years, represented altogether an addition of 249,730,000 bushels to the total production of the Province. This statement is valuable as showing what can be accomplished for agriculture in a tangible way by scientific investigation and with the improvement of seeds.

Forest and pulpwood wealth in this Province is very great, there being available forest areas containing 19,000,000,000 feet of lumber and 300,000,000 cords of pulpwood. The pine forests of Ontario, a wood which is becoming more valuable every year, is the best in quality found on the American continent.

The mineral resources of Ontario cover practically the entire list of commercially valuable metallics and non-metallics, except coal and tin. In Northern Ontario, if a circle is drawn whose radius is 70 miles, it will include three of the most noteworthy mining camps in the world. Ontario's gold production in 1923 was approximately $21,000,000 and silver production $7,500,000. Eighty-five per cent. of the world's nickel is supplied by Ontario mines. At present the fringe only of a great area known to contain vast mineral wealth has been touched. Sudbury district contains the greatest nickel mine in the world. Cobalt is the richest silver camp in the world; and the Porcupine is the greatest gold district in the world.

Ontario is the principal manufacturing province of Canada. Two billion dollars' worth of manufactured goods are produced annually. This is one-half the industrial production of the Dominion. There are over 15,000 factories, mines and productive enterprises to convert the natural resources of the Province into commercial use. Over 375,000 workmen are employed, the annual pay-roll being $285,000,000. Capital invested is well over $1,336,000,000, the annual production being worth $1,535,000,000.

Of the 6,000,000 horse-power available in Ontario, over 1,000,000 has been developed. Ontario's Hydro-Electric Commission has constructed and operates over 3,000 miles of high and low transmission lines. It is expected that two additional units will be added to the mammoth Queenstown plant of the Commission on the Niagara River within the next six months, bringing its capacity to 440,000 h.p., the ultimate objective being 550,000 to 600,000 h.p.

Ontario has 2,000 ships, with 12,000 miles of railways. This Province has 23 cities, 139 towns, 150 villages and 553 townships. The rural area assessed is 25,000,000 acres.

The bank clearings of Ontario showed an increase for 1923 over 1922 of more than $600,000,000 or over 10 per cent. They were over one-half of those of all the other provinces combined, or over 38 per cent. of the total bank clearings of Canada.

ACTON, pop. 1,722. County—Halton. 35 miles west of Toronto. Railroads—C. N., Toronto Suburban Electric. Banks—Mtl., N. S. Colleges, etc.—High School. Nearby Towns—Guelph 12 miles, Georgetown 6 miles. Country adapted for farming and dairying. Natural Resources—limestone, freestone and lumber. Industries—auto accessory, glove and shoe factories, two large tanneries, lumber yards, saw and knitting mills, cement block works and creamery.

Free Press. Weekly. Publisher, The Acton Free Press. Est. 1875. Thursday. Independent. Subscription $2.00 a year. 6 pages, 8 cols., 24 inches. Average circulation for year ending Dec. 31st, 1923 1,386

100"—$18.00. 400"—$72.00. 1,000"—$180.00.

For nearly half a century the Free Press has been the home paper for the Acton people. The Free-Press reaches almost every home in Acton and the surrounding community. This gives to advertisers the valuable combination of readers of both industrial workers and agriculturists as well. (Publisher's Statement.)

AILSA CRAIG, pop. 532. County—Middlesex. 113 miles west of Toronto. Railroad—C. N. Banks—Mtl., Stan. Nearby Towns—Lucan 7 miles, Parkhill 8 miles. Country adapted for farming and grazing. Industries—saw mill, flour and flax mills, machine shop and lumber yards.

Banner. Weekly. Publisher, G. H. Singleton. Est. 1893. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. Average circulation for year ending Dec. 31st, 1923 650

100"—$15.00. 400"—$60.00. 1,000"—$150.00.

ALEXANDRIA, pop. 2,195. County—Glengarry. 260 miles northeast of Toronto. Railroad—C. N. Banks—N. S., Hoch., Union. Nearby Towns—Cornwall 22 miles, Glenroy 5 miles. Country adapted for mixed farming and dairying. Industries—aerated water works, sash and door, cheese, pipe and carriage factories, foundry, machine shop, several saw and flour mills, tanneries and marble works.

News. Weekly. Publishers, Glengarry Reformer Newspaper Co., Ltd. Est. 1892. Friday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . . . . 2 M.

100"—$20.00. 400"—$80.00. 1,000"—$200.00.

ALEXANDRIA—(Continued)

Times. Weekly. Publisher, J. A. Laurin. Est. 1914. Friday. Conservative. Subscription, $1.50 a year. 8 pages, 7 cols., 19½ inches. Circulation . . . No report

ALLISTON, pop. 1,376. County—Simcoe. 50 miles north of Toronto. Railroads—C.P., C.N. Banks—Mtl., Tor., Graham & Knight. Colleges, etc.—High School. Nearby Towns—Rosemount 6 miles, Cookstown 9 miles, Beeton 8 miles. Country adapted for farming and dairying. Industries—egg packing house, brick yards, flour and woollen mills, foundry, gramophone cabinet, toy, boot and shoe and furniture factories, planing and grist mills, large silverware factory, power plant and pump works.

Herald. Weekly. Publisher, F. B. Elliott. Est. 1871. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,378
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

ALMONTE, pop. 2,426. County—Lanark. 3 miles west of Ottawa, on the Mississippi River. Railroad—C. P. Banks—Mtl., Ster. Nearby Towns—Clayton 9 miles, Appleton 6 miles. Country adapted for mixed farming and dairying. Industries—large woollen, knitting and shoddy mills, lumber yards, iron works, agricultural, saw and mill machinery plant, cheese and soap factories.

Gazette. Weekly. Publishers, Almonte Gazette. Est. 1867. Friday. Independent, Subscription, $2.00 a year. 8 to 12 pages, 7 cols., 21¾ inches. Circulation . . 2¾M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

ALVINSTON, pop. 691. County—Lambton. 135 miles southwest of Toronto. Railroads—C. N., M. C. Banks—Mol., Mtl. Nearby Towns—Heather 6 miles, Inwood 7 miles. Country adapted for fruit, grain and root growing. Industries—cider, saw, flour, flax, planing and woollen mills, cannery factory, lumber yards, electric power plant, brick and tile factory and fruit evaporator.

Free Press. Weekly. Publisher, D. A. McLean. Est. 1884. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . No report

AMHERSTBURG, pop. 2,769. County—Essex. 208 miles southwest of Toronto, on Lake Erie. Boat connections with Windsor and Detroit. Railroads—M. C., S. W. & A. Electric, Essex Ter. Steam. Banks—Mol., Imp. and Com. Colleges, etc.—Amherstburg High School, St. Joseph's Academy. Nearby Towns—Windsor 15 miles, Harrow 13 miles. Country adapted for general farming, corn, tobacco and fruit raising. Natural Resources—stone and fish. Industries—saw, flour and planing mills, foundry, glass, soda ash, automobile and gas works, machine shop, iron and cement works, lumber yards, canning factory and electric power, dredging and drilling plant.

Echo. Weekly. Publishers, Echo Printing Co., Ltd. Est. 1874. Friday. Independent-Liberal. Subscription, $2.00 a year. 12 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 3,200
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

ARNPRIOR, pop. 4,077. County—Renfrew. 190 miles northeast of Toronto, on the Madawaska and Ottawa Rivers. Railroads—C. P., C. N. Banks—N. S., Mtl. Colleges, etc.—High School. Nearby Towns—Renfrew 18 miles, Almonte 18 miles. Country adapted for mixed farming. Natural Resources—iron, silver, gold, marble, lumber and waterpower. Industries—Arnprior Cabinet Co.; Arnprior Creamery; A. F. Campbell, lumber; David Craig, flour mill; Philip Dontigny, woollen mill; Galetta Electric Power & Milling Co., Ltd.; Kenwood Mills, Ltd., papermakers; Jas. H. McKerracher & Son, harness; McLachlin Bros., Ltd., lumber; Thos. Moran & Sons, carriages; S. R. Rudd &

ARNPRIOR—(Continued)

Co., sash and door factory; Sanitaris, Ltd., mineral waters; J. C. Ward, machine shop.

Chronicle. Weekly. Publisher, R. A. Jeffery. Est. 1879. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 2,100**
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

ARTHUR, pop. 1,104. County—Wellington. 70 miles west of Toronto, on the Conestogo River. Railroad—C. P. Banks—Stan., Roy. Colleges, etc.—High School. Nearby Towns—Drayton 8 miles, Fergus 12 miles. Country adapted for mixed farming and stock raising. Industries—flour, lumber, flax, planing and grist mills, lumber yards, creamery, shoe and barrel factories.

Enterprise-News. Weekly. Publisher, R. Rafter. Est. 1869. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . . . 1½M.

ATHENS, pop. 726. County—Leeds. 182 miles east of Toronto. Railroad—C. N. Banks—Mtl., Stan. Colleges, etc.—High School. Nearby Towns—Brockville 15 miles, Delta 10 miles. Four miles distant from Charleston Lake, a popular summer resort. Country adapted for dairying and farming. Natural Resources—red stone and lumber. Industries—woollen, saw, planing and carding mills, lumber yards, cheese factories and marble works.

Reporter. Weekly. Publisher, W. H. Morris. Est. 1883. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . ½ M.
100"—$17.00. 400"—$68.00. 1,000"—$170.00.

ATWOOD, pop. 500. County—Perth. 82 miles west of Toronto. Railroad—C. N. Bank—Com. Nearby Towns—Listowel 6 miles, Brussels 12 miles. Country adapted for farming and dairying. Industries—butter and cheese factories, lumber yards, chopping mill and carriage works.

Bee. Weekly. Amalgamated with Listowel Banner.

AURORA, pop. 2,307. County—York. 17 miles north of Toronto. Railroads—C. N. and Hydro-Electric. Banks—Mtl., Imp., Ster. Colleges, etc—High School. Nearby Town—Newmarket 5 miles. Country adapted for general farming and stock raising. Industries—shoe, clutch and pulley, match and agricultural implement factories, foundry, tannery, planing and flour mills.

Banner. Weekly. Publisher, C. E. Lundy. Est. 1860. Friday. Reform. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches. Circulation . . . . . ¾ M.
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

AYLMER, pop. 2,194. County—Elgin. 101 miles southwest of Toronto. Railroads—C. N., M. C., Wab. Banks—Mol., Roy., Mtl. Colleges, etc.—High School. Nearby Towns—St. Thomas 10 miles, Yarmouth 5 miles. Country adapted for mixed farming, dairying and fruit growing. Industries—saw and planing mills, canning, sash and door, cheese and butter, spray pump, condensed milk, organ, piano and woodworking factories, foundry, tannery and marble works.

Express. Weekly. Publishers, Garnecott & Monteith. Est. 1872. Thursday. Independent. Subscription, $1.50 a year. 10 to 12 pages, 6 cols., 19¼ inches. Circulation, 2¼ M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

AYR, pop. 777. County—Waterloo. 59 miles southwest of Toronto. Railroad—C. P. Banks—Com., Mol. Nearby Towns—Paris 7 miles, Galt 12 miles. Country adapted for general farming and stock raising. Industries—flour, saw and planing mills, breakfast food, sporting goods, knitting and agricultural implement factories, plow works.

AYR—(Continued)

News. Weekly. Publisher, Schmidt Bros. Est. 1890. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols., 19 inches. Average circulation for year ending Dec. 31st, 1923 1,150
100"—$13.00. 400"—$44.00. 1,000"—$110.00.

AYTON, pop. 625. County—Grey. 83 miles northwest of Toronto, on the South Saugeen River. Railroad—C. N. Bank—Roy. Nearby Towns—Harriston 10 miles,Hanover 10 miles. Country adapted for farming. Industries—flour, saw and planing mills, apple evaporators, cider and apple butter, and barrel factories and creamery.

Advance. Weekly. Publisher, Oscar G. Widmeyer. Est. 1895. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20½ inches. Circulation . ¾M.

BANCROFT, pop. 768. County—Hastings. 122 miles northeast of Toronto. Railroad—C. N. Bank—N.S. Country adapted for mixed farming, dairying, mining and lumbering. Natural Resources—iron, corundum, stone and water power. Industries—saw, flour, carding, woollen and shingle mills, machine shop, lumber yards, marble works and cheese factory.

Times. Weekly. Publisher, H. M. Price. Est. 1894. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 18 inches. Average circulation for year ending Dec. 31st, 1923 925
100"—$16.00. 400"—$48.00. 1,000"—$120.00.

BARRIE, pop. 6,936. County—Simcoe. 62 miles north of Toronto, on Lake Simcoe. Popular summer resort. Railroad—C. N. Banks—Tor., Com., Sterl., Union, N. S. Colleges, etc.—Collegiate Institute, Business College, Ladies' College. Nearby Towns—Grenfel 7 miles, Midhurst 6 miles, Camp Borden 12 miles. Country adapted for mixed farming and dairying. Industries—Ball Planing Mill Co., Ltd.; Barrie Gas Co.; Barrie Motor Car Co.; Barrie Planing Mill; Barrie Tanning Co., Ltd.; Barrie Wickerwork Mfg. Co., Ltd.; Hall-Acme Canada, Ltd., gloves; Mickle, Dyment Lumber Co.; Thos. Rogers, planing mill; Underhill's, Ltd., boots and shoes; G.T.R. roundhouse and shops.

Examiner. Weekly. Publishers, Barrie Examiner. Est. 1863. Thursday. Independent. Subscription, $2.00 a year. 12 pages, 6 cols., 19¾ inches. Circulation . . . 4¼M.
100"—$28.00. 400"—$112.00. 1,000"—280.00.

Advance. Weekly. Publisher, Morrison & McKenzie. Est. 1854. Thursday. Conservative. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . No report

BEAMSVILLE, pop. 1,256. County—Lincoln. 32 miles south of Toronto. Railroads—C.N., H. G. & B. Elec. Banks—Com., Roy. Colleges, etc—High School. Nearby Towns—Grimsby 5 miles, Camden 4 miles. Country adapted for general farming and fruit growing. Natural Resources—extensive limestone quarries. Industries—brick kilns, terra cotta works, canning and basket factories, planing, grist and saw mills.

Express. Weekly. Publisher, Geo. R. Westland. Est. 1893. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 19¾ inches. Circulation . . . ¾M.
100"—$14.00. 400"—$56.00. 1,000"—$140.00.

BEAVERTON, pop. 933. County—Ontario. 55 miles north of Toronto, on Lake Simcoe. Popular summer resort. Railroads—C. N., G. T. Banks—Stan., Ster. Colleges, etc.—High School. Nearby Towns—Woodville 8 miles, Cannington 10 miles. Country adapted for mixed farming. Industries—packing house, toy and agricultural implement factories, tannery and creamery.

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A bright, snappy newspaper, well written and interesting challenges the attention of the reader and the paper is closely read with consequent value to the advertiser.

For profitable results advertise in the newspaper which has won permanent popularity through merit and progressiveness.

To reach the homes of the wealthy and prosperous citizens of THE BAY OF QUINTE DISTRICT the best advertising mediums are THE DAILY ONTARIO AND THE WEEKLY ONTARIO.

Sample copy and Rate Card sent on request.

BEAVERTON—(Continued)

Express. Weekly. Publisher, J. J. Cave. Est. 1871. Thursday. Independent-Conservative. Subscription, $1.00 a year. 8 pages, 6 cols., 19½ inches. Circulation . 1M.

Also prints the Cannington Echo, Mara Monitor and the Woodville Advocate, the circulation of which are included in the above rating.

100"—$20.00. 400"—$68.00. 1,000"—$170.00.

BEETON, pop. 582. County—Simcoe. 38 miles northwest of Toronto. Railroads—C. P., C. N. Bank—Roy. Nearby Towns—Tottenham 5 miles, Alliston 9 miles. Country adapted for mixed farming and stock raising. Industries—flour and grist mills, hydro-electric power plant and grain elevators.

World. Weekly. Publisher, J. J. Cook. Est. 1882. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 950

100"—$18.00. 400"—$60.00. 1,000"—$150.00.

BELLEVILLE, pop. 12,206. County—Hastings. 105 miles east of Toronto, on Bay of Quinte, at mouth of Moira River. Railroads — C. N., C. P. Banks — Mtl., Com., Dom., Roy., Stan., Union, Mol. Colleges, etc.—High School, Albert College, St. Agnes School, Ontario Business College and Provincial Deaf and Dumb Institution. Nearby Towns—Picton 14 miles, Trenton 12 miles. Country adapted for general farming. Natural Resources—mines, quarries, fish and extensive water power. Industries—Anderson, F. S. Co., coal; Belleville Creamery, Ltd.; Belleville Hardware & Lock Mfg. Co., Ltd.; Belleville Paper Mills, Ltd.; Belleville Pottery Co.; Belleville Sash & Door Co.; Belleville Shoe Co.; Cooper Milling Co., Ltd.; Deacon Shirt Co., Ltd.; Elliott Machinery Co., Ltd.; Fruit Machinery Co., Ltd.; Foy & Irwin, aerated waters; Graham Co., Ltd., evaporat-

BELLEVILLE—(Continued)

ors; Marsh Engineering Works, Ltd.; S. S. Moore & Son, marble; John Panter & Son, pork packers; W. C. Reid, nursery; St. Charles Motor Bus Co., omnibus; Springer Lock Mfg. Co., Ltd.; Stroud, Daniel, teas; Tickell & Sons Co., furniture.

Intelligencer. Daily. Publisher, Intelligencer Printing & Publishing House, Ltd. Est. 1834. Evening. Conservative. Subscription, city, $7.80; by mail, $4.00 a year. 8 to 12 pages, 7 cols., 20½ inches. Circulation . . . . 4M.

1,000 l.—$25.00 5,000 l.—$100.00. 10,000 l.—$175.00.

Ontario. Daily. Publishers, W. H. Morton. Est. 1870. Evening. Liberal. Subscription, $4.80 at office, $7.80 delivered. 8 to 16 pages, 7 cols., 20 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . 2,776**

1,000 l.—$25.00 5,000 l.—$100.00. 10,000 l.—$175.00.

The Daily Ontario is progressive, always up to the minute; bona fide sworn circulation now exceeds 3,000, over 90 per cent. local. Distributed in the most prosperous homes in the community. Growth built on merit only, without the aid of contests or premiums. (Publisher's Statement.

Chronicle. Weekly edition of the Ontario. Publishers, W. H. Morton. Est. 1841. Wednesday. Liberal. Subscription, $2.00 a year. 16 to 20 pages, 7 cols., 20 inches.

1,000 l.—$12.50. 5,000 l.—$62.50. 10,000 l.—$125.00.

Canadian. Semi-monthly. Publishers, Ontario School for the Deaf. Est. 1892. 1st and 15th of month during session. Subscription, 50 cents a year. 8 pages, 4 cols., 12 inches. Circulation . . . . . 1¼ M.

BELMONT, pop. 500. County—Middlesex. 110 miles southwest of Toronto. Railroad—C. P. Bank—N. S. Nearby Towns—London 15 miles, St. Thomas 9 miles. Country adapted for mixed farming and dairying. Industries—grist and saw mills, carriage works, evaporators, milk powder and cheese factories.

Enterprise. Weekly. Publishers, Strachan Bros. Est. 1915. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols., 17¾ inches. Circulation . . No report

BLENHEIM, pop. 1,565. County—Kent. 158 miles southwest of Toronto. Railroad — P. M. Banks — Com., Stan. Nearby Town—Chatham 12 miles. Country adapted for mixed farming, bean and tobacco growing. Coal distributing point for Rondeau Harbor. Industries—canning factory, spring, brick and tile works, planing, saw and flour mills, lumber yards, large bean and tobacco warehouses.

News-Tribune. Weekly. Publisher, J. M. Denholm. Est. 1872. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . No report

BLYTH, pop. 656. County—Huron. 103 miles northwest of Toronto. Railroads—C. P., C. N. Banks—Com., James McMurchie. Nearby Towns—Westfield 7 miles, Auburn 8 miles. Country adapted for mixed farming and dairying. Industries—glove, brick, tile and iron works, tannery, flax, chopping, planing, flour and saw mills, evaporator, woollen, carding and cabinet factories.

Standard. Weekly. Publisher, J. H. R. Elliott. Est. 1889. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . 1 M.

100"—$12.00. 400"—$40.00. 1,000"—$100.00.

BOBCAYGEON, pop. 1,095. County—Victoria. 73 miles east of Toronto, on the Bobcaygeon River. Centre of sum-

BOBCAYGEON—(Continued)

mer tourist district. Railroad—C. P. Bank—Mtl. Nearby Towns—Lindsay 16 miles, Ancon 4 miles. Country adapted for farming and dairying. Natural Resources—iron, silver, lead, limestone and water power. Industries—saw, shingle and grist mills, foundry, lumber yards, electric power plant and boat-building factory.

Independent. Weekly. Publisher, M. Thurston. Est. 1869. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¼ inches. Circulation . . No report

BOLTON, pop. 679. County—Peel. 23 miles northwest of Toronto, on the Humber Bay River. Railroad—C. P. Bank—Imp. Nearby Towns—Caledonia East 10 miles, Palgrave 7 miles. Country adapted for mixed farming. Industries—flour, planing and woollen mills, foundries, brick and tile works, machine shop, blanket factory.

Enterprise. Weekly. Publisher, F. N. Leavens. Est. 1888. Friday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 1,050
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

BOTHWELL, pop. 633. County—Kent. 141 miles west of Toronto, on the Thames River. Railroads—C. P., C. N. Bank—Mtl. Nearby Towns—Florence 8 miles, Dante 4 miles. Country adapted for mixed farming and stock raising. Natural Resources—oil. Industries—basket and mattress factories, foundry, saw, chopping and flour mills, evaporators and marble works.

Times. Weekly. Publisher, H. J. Jerome. Est. 1874. Thursday. Independent. Subscriptions, $1.50 a year. 8 pages, 6 cols., 18 inches. Circulation . . No report

BOWMANVILLE, pop. 3,233. County—Durham. 44 miles east of Toronto. Railroads — C. N., C. P. Banks — Mtl., Roy., Stan. Colleges, etc.—High School. Nearby Towns—Newcastle 5 miles, Oshawa 10 miles. Country adapted for mixed farming, fruit growing, stock raising and dairying. Centre of apple growing district. Industries—marble, brick, granite and iron works, canning and box factories, woollen, flour and pearl barley mills, lumber yards, foundries, evaporator, rubber, auto tire, toy, piano and organ factories.

West Durham Review and Review Bulletin. Semi-weekly. Publisher, Joseph W. Hynds. Est. 1909. Tuesday and Thursday. Conservative. Subscription, $1.00 a year. 8 pages, 6 cols, 19½ inches. Circulation . . No report

Canadian Statesman. Weekly. Publishers, M. A. James & Sons. Est. 1854. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 2,800
100"—$23.00. 400"—$80.00. 1000"—$200.00.

BRACEBRIDGE. pop. 2,451. County—Muskoka. 123 miles north of Toronto, on the Muskoka River. Popular summer resort. Daily boats from all lake points in summer. Railroad—C.N. Banks—N.S., Roy., Dom. Colleges ,etc.—High School and Business College. Nearby Towns—Gravenhurst 10 miles, Port Carling 18 miles. Country adapted for farming and lumbering. Industries—woollen, shingle, saw and planing mills, two tanneries, lumber and brick yards, launch works and foundry.

Gazette. Weekly. Publishers, G. H. O. Thomas. Est. 1872. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 22¾ inches. **Average detailed sworn circulation for year ending Dec. 31st., 1923 . . . . 2,247**
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

BRACEBRIDGE—(Continued)

Muskoka Herald. Weekly. Publishers, Herald Publishing Co., Ltd. Est. 1878. Thursday. Conservative. Subscription, $1.50 a year. 8 to 12 pages, 7 cols., 22 inches. Circulation . . . . . No report

BRADFORD, pop. 961. County—Simcoe. 40 miles north of Toronto, on the Holland River. Railroad—C.N. Banks—Stan., Tor. Colleges, etc.—High School. Nearby Towns—Newmarket 8 miles, Barrie 22 miles. Country adapted for general farming. Industries—mattress and cement works, lumber yards, grist and planing mills, fishery, screen and kitchen cabinet, phonograph, baby and doll carriage factory.

Witness and South Simcoe News. Weekly. Publisher, O. M. Seim. Est. 1865. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 . . 985
100"—$18.00. 400"—$60.00. 1,000"—$150.00.

BRAMPTON, pop. 4,527. County—Peel. 20 miles northwest of Toronto. Railroads—C. P., C. N. Banks—Dom., Mtl., Union. Colleges, etc.—High School. Nearby Towns—Meadowvale 7 miles, Georgetown 8 miles. Country adapted for mixed farming, dairying and apple growing. Industries—A. H. Balfour, flour mill; Brampton Coal Co.; Brampton Hosiery Co.; Brampton Milling Co.; Brampton Paper Box Co.; Brampton Paste & Gum Co., Ltd.; Brampton Pressed Brick Co., Ltd.; Copeland-Chatterson Co., Ltd., bus systems; Gummed Papers, Ltd.; Brampton Tire & Rubber Co., Ltd.; J. W. Hewetson & Co., Ltd., shoes; Dale Estate, florists; Richard Jennings, greenhouses; A. H. McHardy, greenhouses; W. B. McCulloch, planing mill; Pease Foundry Co., Ltd.; Williams Shoe, Ltd.; James York & Sons, planing mill; Stacey-Wagner Co., chrome leathers.

Banner and Times. Weekly. Publisher, A. F. Dick. Est. 1868. Thursday. Liberal. Subscription, $1.50 a year. 8 pages, 7 cols., 21½ inches. Circulation . . No report

Conservator. Weekly. Publisher, The Charters Publishing Co., Ltd. Est. 1873. Thursday. Conservative. Subscription, $2.00 a year. 12 to 16 pages, 7 cols., 22 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 4,500**
100"—$28.00. 400"—$84.00. 1,000"—$210.00.

Publishes also Times and Guide, Weston; Mimico and New Toronto Advertiser; Port Credit News; Mount Dennis Express; Weekly, West Toronto.

The Conservator is an all home print local paper. For fifty years The Conservator has been the welcome visitor each week in the homes of Brampton and surrounding country—it is the acknowledged "county paper"—which covers thoroughly this whole district. Detailed statement of circulation on application. 4,500 circulation; 12 to 24 pages; 7 columns-22 inches. Also publishers of Times and Guide, Weston; Advertiser, New Toronto; The News, Port Credit; Express, Mount Dennis; The Weekly, West Toronto. (Publisher's Statement.)

BRANTFORD, pop. 29,440. County—Brant. 58 miles southwest of Toronto, on Grand River. Railroads—C. P., C. N., T H. & B. Banks—Com., Dom., Imp., Mtl., Stan., N. S., Tor., Roy., Royal Loan & Savings Co. Situated in a rich agricultural district. Nearby Towns—Paris 7 miles, Galt 14 miles. Natural Resources—shale, sand and brick clay. Industries—Adams Wagon Co., Ltd.; Wm. Apps Co., flour mill; Jos. Baker, Sons & Perkins (Canada) Ltd., machinery; Barber-Ellis, envelopes; Brandon Shoe Co., Ltd.; Brant Creamery; Brantford Carriage Co., Ltd.; Brantford Carriage Co., Ltd.; Brantford Coffee & Spice Co.; Brantford Cordage Co., Ltd.; Brantford Ice Co.; Brantford Mill Stock Co.; Brantford Oven & Rack Co., Ltd.; Brantford Produce Co., Ltd.; Brantford Roofing Co., Ltd.; Brantford Stationers, Ltd.; Brantford Washing Machine Co., Ltd.; Brantford Willow Works Co.; Burke Mineral Water Co.; Canada Gelatine Co.; Canada Glue Co., Ltd.; Canada Tea Co., Ltd.; Cockshutt Plow Co., Ltd.; Alfred Cox & Sons, jewelers; Crown Electrical Mfg. Co., Ltd.; Dominion Flour Mills, Ltd.; Dominion Radiator & Boiler Co., Ltd.; Goold-Shapley

The Expositor

Brantford's Big Daily

Only Daily Newspaper in Brant and Norfolk Counties.

Covers a rich thickly populated territory of 150,000 people.

Circulation exceeds 11,500.

BRANTFORD—(Continued)

& Muir Co., Ltd., windmills; Ham Bros. Co., Ltd., refrigerators; J. S. Hamilton & Co., wine; Hampel Paper Box Co.; Kitchen Overall & Shirt Co., Ltd.; Monarch Tractors, Ltd.; Neill Shoe Co., Ltd.; Niagara Silk Co., Ltd.; Northway Co., Ltd., clothing; Ogilvie-Lochead, Ltd., dry goods; Wm. Patterson & Son Co., Ltd., biscuits; Pratt & Letchworth Co., Ltd., malleable castings; Robbins & Meyers Co. of Canada, electric motors; Scarfe & Co., varnishes; Simpson Manufacturing Co., Ltd., carriages; Slingsby Manufacturing Co., Ltd., woollens; G. F. Stern & Sons, cement; Verity Plow Co., Ltd.; Waddell Preserving Co., Ltd.; Waltham Grinding Wheel Co. of Canada, Ltd.; Waterous Engine Works Co., Ltd.; Watson Mfg. Co., woolen mills; Whitaken Baking Co., Ltd.

Expositor. Daily. Publishers, Preston & Sons, Ltd. Est. 1853. Evening. Liberal. Subscription, $6.00 a year. 16 pages, 8 cols., 21¼ inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 10,594**
1,000 l.—$40.00. 5,000 l.—$175.00. 10,000 l.—$350.00.

The Brantford Daily Expositor is the only daily newspaper published in the two counties of Brant and Norfolk. In addition to having practically a house to house delivery in Brantford, a city of 37,500, it has a large evening distribution in such thriving Ontario towns as Simcoe, Paris, Waterford, Norwich, Tilsonburg and Port Dover. (Publisher's Statement.)

Canadian Co-operator. Monthly. Publishers, Co-operative Union of Canada. Est. 1909. Co-operative propaganda and trading. Subscription, 75 cents a year. 16 pages and more, 2 cols., 7 inches. Circulation . . . . 4¾M.

Canadian Golfer. Monthly. Publisher, Ralph H. Reville. Est. 1915. 20th of month. Official organ of Royal Can. Golf Assoc. Subscription, $4.00 a year. 64 pages and more, 2 cols, 2½ by 8 inches. Circulation . . No report
One page, one time—$55.00.

BRIDGEBURG, pop. 2,401. County—Welland. 90 miles south of Toronto by rail, at the Canadian end of the International Bridge from Buffalo. On route of all steamer lines on Niagara River. Railroads—C. N., M. C., Wabash. Banks—Mol., Roy. Nearby Towns—Fort Erie 1 mile, Rosehill 2 miles. Country adapted for mixed farming, dairying and fruit growing. Industries—chemical, cement, steel construction and bridge works, varnish, refrigerator, cream separator, casket, register, proprietary medicines, curtain stretcher and steam cooker factories, cement plant, saw and planing mills and lumber yards.

Review. Weekly. Publishers, The Review Co. Est. 1895. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report

Also print the Fort Erie Times and the Ridgeway Herald, the circulation of which are included in above rating.

BRIGHTON, pop. 1,411. County—Northumberland. 84 miles northeast of Toronto, on Lake Ontario, at the head of the Murray Canal. Railroads—C. N., C. P. Banks — Com., Stan. Nearby Towns—Colborne 9 miles, Lovett 6 miles. Country adapted for mixed farming and apple growing. Industries—flour and grist mills, disinfectant, canning, cheese factories, lumber yards, several apple evaporators, aerated water works and foundry.

Ensign. Weekly. Publisher, Mrs. Clarence T. Lapp. Est. 1871. Friday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 6 cols., 19¾ inches. Average detailed circulation for year ending Dec. 31st, 1923 1,100
100"—$15.00. 400"—$48.00. 1,000"—$120.00.

BROCKVILLE, pop, 10,040. County—Leeds. 208 miles east of Toronto, on the St. Lawrence River. Railroads—C. P., C. N. Ferry connection with N. Y. C. Banks — Mtl., Tor., Roy., N. S., Mol., Com. Nearby Towns—Maitland 6 miles, Seeley 8 miles. Country adapted for mixed farming

Brockville is One of the Most Fertile Fields for the Advertiser

Situated 125 miles west of Montreal, 208 miles east of Toronto, and 74 miles south of Ottawa, Brockville, with a population of 10,000, is the county town of the united counties of Leeds and Grenville.

Brockville is situated in one of the finest dairying districts in Canada.

It has a greater per capita wealth than any town in Canada.

It has a splendid market and stores equal to the best in Canada.

The Brockville Recorder and Times

Established in 1821, is the oldest newspaper in Ontario. It is the only daily between Kingston and Montreal on the frontier.

This is one of the most important newspapers in Eastern Ontario from the advertiser's point of view and should not be overlooked when you arrange your next advertising campaign.

Write for further particulars as to rates, etc., to

Member A.B.C.

The Recorder Printing Co., Ltd.,

Publishers of

THE RECORDER and TIMES

Brockville, Ontario.

BROCKVILLE—(Continued)

and dairying. Natural Resources—iron pyrites, mica, sandstone, peat and granite. Industries—Abbott Grant & Co., Ltd.; Betty Brown Candy Co., Ltd.; Brockville Lumber Co., Ltd., sash and doors; D. H. Burrell & Co., dairy supplies; Canada Foundries & Forgings, Ltd.; Coleman Baking Powder Co., Ltd.; The W. H. Comstock Co., Ltd.; The Robt. Craig Co., Ltd.; G. T. Fulford Co., Ltd.; Gilbert Motor Boat Co., Ltd.; Laing Produce & Storage Co., Ltd.; McLaren Lumber Co., Ltd.; National Manufacturing Co., Ltd.; National Paper Products Co.; St. Lawrence Engine Co.; Lion Grinding Wheels, Ltd.; Machinery & Foundries, Ltd.; Wolthausen Hat Corp.; Eugene Phillips Electrical Works, Ltd.

Recorder and Times. Daily. Publishers, Recorder Printing Co., Ltd. Est. 1873. Evening. Independent-Liberal. Subscription, $3.00 a year. 6 to 16 pages, 7 cols., 20 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 4,225**

1,000 l.—$30.00. 5,000 l.—$100.00. 10,000 l.—$200.00.

Weekly edition over 100 years, and daily edition over 50 years, the family newspapers in the homes of Eastern Ontario. A recognized advertising medium. Member A.B.C. (Publisher's Statement.)

Recorder. Weekly. Publishers, Recorder Printing Co., Ltd. Est. 1820. Friday. Independent-Liberal. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches. Average detailed circulation for year ending Dec. 31st, 1923 . . . 1,358

1,000 l.—$20.00. 5,000 l.—$87.50. 10,000 l.—$125.00.

Canadian Stamp Collector. Monthly. Publisher, H. M. MacLean. Est. 1920. Philatelic. Subscription, 25c a year. 3 cols., 8½ inches. Circulation . . . . No report

BRUCE MINES, pop. 477. District—Algoma. 390 miles northwest of Toronto, on Lake Huron. Railroads—C. P., 2 miles, at Bruce Mines Station, L. H. & N. O. Bank—Roy. Colleges, etc.—High and Public Schools. Nearby Towns—Thessalon 12 miles, Desbarats 9 miles, Sault Ste. Marie 38 miles. Country adapted for mixed farming, mining and lumbering. Natural Resources—mines, quarries, lumber and water power. Industries—saw and planing mills, boatbuilding factory, marble works and lumber yards.

Spectator. Weekly. Publisher, F. W. Rickaby. Est. 1901. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 19½ inches. Circulation . . No report

100"—$15.00. 400"—$60.00. 1,000"—$150.00.

BRUSSELS, pop. 870. County—Huron. 93 miles west of Toronto, on the Maitland River. Railroad—C. N. Banks—N. S., Stan. Nearby Towns—Sunshine 5 miles, Cranbrook 4 miles. Country adapted for mixed farming and dairying. Industries—machine shops, saw, planing and flour mills; sash and door factory; foundry and marble works.

Post. Weekly. Publisher, W. H. Kerr. Est. 1873 Wednesday. Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 19¼ inches. Circulation . . . . . 2M.

BURFORD, pop. 800. County—Brant. 67 miles southwest of Toronto. Railroad—C. N. Banks—Roy., Tor. Nearby Towns—Brantford 9 miles, Hartley 4 miles. Country adapted for dairying, farming and market gardening. Industries—large canning factory, employing 100 hands, grist mill, evaporator, large grain elevator, electric power plant, machine shop, knitting mill and powdered milk factory.

Advance. Weekly. Publisher, M. A. Messecar. Est. 1909. Thursday. Independent. Subscription, $1.50 a year. 8 or 12 pages, 6 cols., 20 inches. Circulation . . ¾ M.

BURKS FALLS, pop. 981. County—Parry Sound. 171 miles north of Toronto, on Magnetawan River. Tourist resort. Railroad—C. N. Bank—Roy. Colleges, etc.—High School. Nearby Towns—Kearney 12 miles, Royston 6 miles. Country adapted for general farming, lumbering and stock raising. Industries—planing mill, tannery, electric power plant, sash and door factory.

Arrow. Weekly. Publisher, E. A. Warner. Est. 1885. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols, 19½ inches. Average circulation for year ending Dec. 31st, 1923 900
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

The Arrow is a well-edited and newsy weekly. Besides publishing all the local news of Burks Falls, it also prints items of interest from Kearney, Sundridge, Sprucedale, Magnetawan, Chetwynd, Ahmic Harbor, Sand Lake, Emsdale, Katrine. The Arrow is a newspaper that is just a little better than the average weekly and is patronized by some of the leading national advertisers. (Publisher's Statement.)

BURLINGTON, pop. 2,700. County—Halton. 29 miles west of Toronto, on Lake Ontario. Popular tourist resort. Railroads—C. N., C. P., Elec. Banks—Roy., Com. Colleges, etc.—High School. Nearby Towns—Hamilton 8 miles, Port Nelson 3 miles. Country adapted for fruit growing and general farming. Natural Resources—stone quarries, and power lines. Industries—lumber yards, canning house, planing mills, talcum powder, electrical appliances, fuse plug, box and sliding factories, spray manufacturing plant and chemical works.

Gazette. Weekly. Publishers. Elgin A. Harris & Son. Est. 1899. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,000
100"—$20.00. 400"—$80.00. 1,000"—$200.00

CALEDONIA, pop. 1,223. County—Haldimand. 48 miles southwest of Toronto, on the Grand River. Railroad—C.N. Banks—Com., Stan. Colleges, etc.—High and Public Schools. Nearby Towns—Hamilton 14 miles, Brantford 16 miles. Country adapted for farming. Natural Resources—gypsum and natural gas. Industries—flour and grist mills, billboard factory, machine shop, creamery, cement block, marble and wire fencing works.

Grand River Sachem. Weekly. Publisher, Mrs. H. B. Sawle. Est. 1856. Wednesday. Independent. Subs., $1.50 a year. 8 pages, 7 cols., 22 inches. Circulation . 1 M.
100"—$20.00. 400"—$60.00. 1,000"—$150.00.

CAMPBELLFORD, pop. 2,890. County—Northumberland. 89 miles northeast of Toronto, on the Trent Canal. Railroad—C. N. Banks—Mtl., Union. Nearby Towns—Brickley 8 miles, Havelock 10 miles. Country adapted for mixed farming, dairying and fruit growing. Natural Resources—excellent water power. Industries—Charles M. Benor, planing mill; Canadian Paperboard Co., Ltd.; Peterboro Cereal Co., Ltd.; R. S. Southworth, creamery; The Weston Shoe Co., Ltd.

Herald. Weekly. Publisher, G. A. Kingston. Est. 1873. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 8 cols., 21¾ inches. Circulation . . No report
100"—$25.00. 400"—$88.00. 1,000"—$180.00.

CANNINGTON, pop. 869. County—Ontario. 50 miles northeast of Toronto, on the Beaver River. Railroad—C. N. Bank—Stan. Colleges, etc.—Public and High Schools. Nearby Towns—Woodville 5 miles, Sunderland 6 miles. Country adapted for farming and grazing. Industries—saw, shingle, chopping and flour mills, foundry, tannery, sash and door, woodworking and biscuit factories.

Echo. Weekly. Published by the Beaverton Express, and included in its circulation rating.

CANNINGTON—(Continued)

Ontario Gleaner. Weekly. Publisher, Wm. A. Robinson, J. P. Est. 1870. Thursday. Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ¾M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

CARLETON PLACE, pop. 3,841. County—Lanark. 190 miles northeast of Toronto, on the Mississippi River. Railroad—C. P. Banks—Com., N. S., Union. Nearby Towns—Ashton 6 miles, Appleton 3 miles, Innisville 12 miles. Natural Resources—excellent water and electric power. Industries—saw, woollen, textile, felt and flour mills, lime works, tannery, cheese, butter, carriage and woodworking factories, stove foundry, brick, marble and lime works and C.P.R. machine shops.

Central Canadian. Weekly. Publisher, F. A. J. Davis. Est. 1876. Thursday. Liberal-Conservative. Subscription, $2.00 a year. 10 to 16 pages, 6 cols., 19¾ inches. Circulation . . . . . 1½ M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

Herald. Weekly. Publisher, W. H. Allen. Est. 1850. Wednesday. Independent-Liberal. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . 1¼ M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

The Carleton Place Herald is a high class weekly publication now entering its seventy-fifth year. It is the leading weekly in this prosperous town of over 4,350 population. It is carefully edited and well-printed. It is the paper in which to advertise if you want to reach the best homes in Carleton Place. (Publishers' Statement.)

CARP, pop. 400. County—Carleton. 201 miles east of Toronto. Railroad—C.N. Bank—N.S. Colleges, etc.—Continuation and Public Schools, McDonald School Garden. Nearby Towns—Ottawa 20 miles, Kinburn 10 miles. Country adapted for general farming, dairying and stock raising. Natural Resources—mica, lead, feldspar. Industries—flour and saw mills, cheese and apple boxes factory, brick and cement block works and lumber yards.

Review. Weekly. Publisher, James A. Evoy. Est. 1904. Thursday. Independent-Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,008
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

Carp, the centre of the thriving agricultural county of Carleton, where the people can afford to buy what they want. As an evidence of this fact, 75% of the farmers own their own automobiles. For years the Carp Review has been considered "The Home Paper" for a radius of 15 miles, and as it is the only newspaper in the county, covers the field better than any other advertising medium. (Publisher's Statement.)

CAYUGA, pop. 784. County—Haldimand. 62 miles south of Toronto on the Grand River. Railroads—C.N., Wabash. Bank—Com. Colleges, etc.—High and Public Schools. Nearby Towns—Canfield 6 miles, Selkirk 10 miles. Country adapted for mixed farming and apple growing. Natural Resources—gypsum, silica and natural gas. Industries—planing, saw and flour mills, marble works, creamery and greenhouses.

Haldimand Advocate. Weekly. Publisher, R. H. Davey. Est. 1866. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,500
100"—$16.00. 400"—$64.00. 1,000"—$160.00.

CHATHAM, pop. 13,256. County—Kent. 163 miles southwest of Toronto, on the Thames River. Railroads—C.P., C.N., P.M., Wab., M.C., C.W., & L.E. Elec. Deep water navigation gives communication with Great Lakes. Banks

CHATHAM—(Continued)

– Com., Dom., Mtl., Roy., Stan. Nearby Towns—Louisville 6 miles, Charing Cross 7 miles. Country adapted for mixed farming, dairying and fruit growing. Industries—American Pad & Textile Co.; A. Park Machine and Foundry Co.; Canadian Concrete Products Co.; Canadian Flour Mills; Canadian Des Moines Steel Co.; Canadian Cement Block & Tile Co.; Cornhill Brick Co.; Canadian Fertilizer Co.; C. & J. Hadley Lumber Co.; Clements Machine Co.; Chatham Malleable Steel Co.; Dowsley Spring & Axle Co.; Dominion Sugar Co.; Excelsior Knitting Mills; Dominion Machine & Tool Co.; Gray Dort Motors, Ltd.; Hayes Wheel Co.; Grain Elevators; Kent Canning Co.; Libby, McNeil & Libby Co.; Lang Ornamental Urn Co.; Merritt Bent Goods; Milner Carriage Works; McKeough & Trotter; Mack Furnace Co.; Martin & Sons Co., oil gauges; Maple City Bottling Works; O'Brien Bros. Tobacco Co.; P. Miller Co., concrete block mfrs.; P. G. Piggott Lumber Co.; R. Baxter Lumber Co.; R. Lowe Co., ginger ale mfrs.; Rennie Seed Co.; S. Hadley Lumber Co.; S. Glenn & Co.; Bean and Grain Elevators; Sutherland-Innes Co.; Taylor Woollen Mills; The Broadfoot Electric Co.; T. H. Taylor & Co., Flour Mills; Trask Oil Burner Co.; Weaver Canadian Co., automobile garage accessories; Walker-Fell Co., shirts and overall mfg.

Daily News. Daily (with which is incorporated the Chatham Daily Planet.) Publishers, The Chatham Daily News, Ltd. Est. 1865. Evening. Independent. Subscription, $7.80 a year. 8 to 16 pages, 8 cols., 22 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 5,926**
1,000 l.—$40.00. 5,000 l.—$125.00. 10,000 l.—$250.00.

CHESLEY, pop. 1,708. County—Bruce. 129 miles northwest of Toronto, on the Saugeen River. Railroad—C. N. Banks—Com., Mtl. Colleges, etc.—High School. Nearby Towns—Hanover 11 miles, Paisley 11 miles. Country adapted for cattle raising and farming. Industries—woollen, grist, saw and flour mills, woodworking, chair factory, creamery, foundry and power plant.

Enterprise. Weekly. Publisher, Wm. McDonald. Est. 1876. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 1,400
100"—$18.00. 400"—$64.00. 1,000"—$140.00.

CHESTERVILLE, pop. 967. County—Dundas. 226 miles east of Toronto, on Petite Nation River. Railroad—C.P. Banks—Mol., N.S. Colleges, etc.—Separate and High Schools. Nearby Towns—Dunbar 3 miles, Elma 6 miles, Cornwall 24 miles. Country adapted for farming and dairying. Industries—cheese, condensed milk and butter factories, machine shops, foundry, saw, planing and flour mills.

Record. Weekly. Publisher, G. C. Lacey. Est. 1894. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 17¾ inches. Circulation . . No report

CLARKSBURG, pop. 500. County—Grey. 106 miles north of Toronto, on Georgian Bay. Railroad, C. N. at Thornbury. Colleges, etc.—Union High School. Nearby Towns—Collingwood 13 miles, Meaford 8 miles, Thornbury 1¼ miles. Country adapted for stock raising, farming and fruit growing. Natural Resources—lumber and water power. Industries—saw mills, foundry, machine shops, nursery and creamery.

News. Weekly. Publisher, Horace A. Bell. Est. 1921. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches.

CLIFFORD, pop. 469. County—Wellington. 83 miles northwest of Toronto, on the Red River Creek. Railroad—C.N. Bank—Roy. Nearby Towns—Harriston 6 miles, Lake-

CLIFFORD—(Continued)

let 5 miles. Country adapted for mixed farming. Industries—saw and flour mills, tannery, fruit evaporators.

Express. Weekly. Publisher, Jas. R. Aitchison. Est. 1892. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19½ inches. Circulation . . No report

CLINTON, pop. 2,018. County—Huron. 108 miles west of Toronto. Railroad—C.N. Banks—Roy., Mol., McTaggart Bros. Colleges, etc.—Collegiate Institute, Business College. Nearby Towns—Seaforth 9 miles, Harlock 8 miles. Country adapted for farming and stock raising. Industries—foundry, knitting, piano, clothing factories, creamery, planing, saw and flour mills, carriage works.

New Era. Weekly. Publishers, W. H. Kerr & Son. Est. 1865. Thursday. Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 21¼ inches. Circulation . . No report

News-Record. Weekly. Publisher, G. E. Hall. Est. 1878. Thursday. Conservative. Subscription, $2.00 a year. 8 pages, 7 cols., 21¼ inches. Average circulation for year ending Dec. 31st, 1923 1,625
100"—$16.00.

COBALT, pop. 4,449. District—Temiskaming. 329 miles north of Toronto. Railroad—T. & N.O. Banks—Com., Imp., N.S., Tor. Nearby Towns—Haileybury 5 miles, New Liskeard 10 miles. Country adapted for mining, lumbering and farming. The largest silver district in the world. Natural Resources—minerals and timber. Industries—Cobalt Foundry Co., Ltd.; Knight Bros. & McKinnon, Ltd., lumber.

Northern Miner. Weekly. Publishers, Northern Miner Press, Ltd. Est. 1915. Wednesday. Mining. Subscription, $2.00 a year. 8 to 12 pages, 4 cols., 17 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . 3,053**
1,000 1.—$70.00. 5,000 1.—$250.00.

Cobalt, centre of activity, commercial and financial, for widespread area which includes world's largest gold mines, world's largest nickel mines, and world's greatest native silver camps. Tremendous mine-buying best reached through The Northern Miner, Ontario's only mining newspaper. A long established weekly, printed on fine book paper, widely quoted and recognized as the authority on the mining industry. For advertisers desiring to reach fastest growing industry in Ontario—"The Golden Province"—the ideal medium is The Northern Miner. (Publisher's Statement.)

Northern News. Weekly. Publishers, Northern News Co. Est. 1922. Friday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 6 cols., 20 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . 1,771**
1,000 1.—$27.50. 5,000 1.—$112.50. 10,000 1.—$200.00

Fastest growing part of Canada, say statistics, is Temiskaming District of Northern Ontario—rich in mine, forest and farm wealth. The chief newspaper of this rich district is The Northern News—largest in home circulation and greatest in influence. Published from Cobalt and embracing leading towns in Temiskaming. Advertisers are advised to write for latest circulation figures of a hustling newspaper in a thriving new country, into which flows a constant new stream of capital for mines and other developments. A district of high wages, large incomes and great buying power. (Publisher's Statement.)

COBDEN, pop. 711. County—Renfrew. 86 miles west of Ottawa. Railroad—C.P. Banks—N.S., Mtl. Nearby Towns—Renfrew 16 miles, Pembroke 18 miles. Natural Resources—farming and lumbering.

Sun. Weekly. Publisher, D. C. MacFarlane. Est. 1897. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . ½ M.
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

COBOURG, pop. 5,327. County—Northumberland. 63 miles east of Toronto, on Lake Ontario. Popular summer resort. Railroads — C. N., C. P. Banks — Dom., N. S., Stan., Tor. Nearby Towns—Grafton 8 miles, Port Hope 8 miles. Country adapted for mixed farming, apple growing and dairying. Neighborhood supplies various kinds of lumber. Industries—Bird-Archer Co.; Cobourg Dyeing Co., Ltd.; Cobourg Felt Co., Ltd.; Cobourg Matting & Carpet Co., Ltd.; Douglas Packing Co.

COBOURG—(Continued)

Saturday Morning Post. Weekly. Publishers, H. McGuire & Sons. Est. 1890. Saturday. Conservative. Subscription, $1.00 a year. 4 pages, 7 cols., 22 inches. Circulation . . . . . No report
100"—$12.00. 400"—$48.00. 1,000"—$120.00.

Sentinel-Star. Weekly. Publishers, Wilson Bros. Est. 1828. Thursday. Conservative. Subscription, $1.50 a year. 8 pages, 7 cols., 19¼ inches. Circulation . . . 2M.
100"—$19.00. 400"—$64.00. 1,000"—$160.00.

World. Weekly. Publisher, Thomas B. Lapp. Est. 1865. Friday. Liberal. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,994**
100"—$16.00. 400"—$56.00. 1,000"—$140.00.

The Cobourg World is the leading newspaper in Northumberland County. The weekly issues of The World have been welcome visitors in the homes of Cobourg and vicinity since 1866. For the general advertiser The Cobourg World is a valuable medium to use to reach the homes of this community. (Publisher's Statement.)

COCHRANE, pop. 3,306. District—Temiskaming. 480 miles northwest of Toronto. Railroad—Terminus T. & N.O., Divisional point, C.N. Banks—Imp., N.S., Hoch. Nearby Towns—Holland 12 miles, Wicklow 9 miles. Country adapted for general farming and lumbering. Industries—several saw mills, lumber yards, coca-cola and bottling works, foundry, butter factory, railway machine shops, fur trading house and power plant.

Northland Post. Weekly. Publishers, Cochrane Northland Post, Ltd. Est. 1914. Friday. Independent. Subscription, $1.50 a year. 8 to 12 pages, 5 cols., 15½ inches. Circulation . . . . . ¾ M.
100"—$25.00. 400"—$80.00. 1,000"—$180.00.

COLBORNE, pop. 932. County—Northumberland. 77 miles east of Toronto on Lake Ontario. Railroads — C. N., C.P. Banks—Stan., Tor. Nearby Towns—Brighton 7 miles, Cobourg 15 miles. Country adapted for mixed farming and apple growing. Industries—machine shop, grist, flour, saw and chopping mills, creameries, canning and cheese factories, power plant, evaporator.

Enterprise. Weekly. Publishers, H. & J. H. Gale. Est. 1882. Thursday. Independent. Subscription, $1.25 a year. 8 pages, 6 cols., 20 inches. Circulation . .No report

Express. Weekly. Publisher, H. S. Keyes. Est. 1866. Thursday. Conservative. Subscription, $1.25 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . No report.

COLDWATER, pop. 658. County—Simcoe. 98 miles north of Toronto, on Coldwater River. Railroads—C. P., C. N. Bank—Tor. Nearby Towns—Orillia 12 miles, Lawson 4 miles. Country adapted for mixed farming and lumbering. Natural Resources—lumber. Industries—saw, planing and flour mills, boatbuilding, foundry and carriage factory.

Planet. Weekly. Publisher, Howard Chester. Est. 1896. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . ½M.

COLLINGWOOD, pop. 5,882. County—Simcoe. 94 miles northwest of Toronto, on Georgian Bay. Railroad—C. N. Direct steamer connection with Canadian and U.S. ports. Banks—Com., Mtl., Tor., Roy. Colleges, etc.—Collegiate Institute, Historical Society, with museum containing over 6,000 exhibits. Nearby Towns—Stayner 9 miles, Thornbury 15 miles. Country adapted for mixed farming, stock and fruit raising. Industries—Adam, John & Son; Bryan Mfg. Co., Ltd., The; Collingwood Milling Co.; Collingwood Shipbuilding Co., Ltd.; Dixon Mfg. Co.; Dominion Engineers' Supply Co.; Imperial Steel Corp., Ltd.; Tobey Ltd.; Watts, W. & Sons.

COLLINGWOOD—(Continued)

Bulletin. Weekly. Publishers, Bulletin Press, Ltd. Est. 1870. Thursday. Liberal. Subscription, $2.00 a year. 8 pages, 7 or 8 cols., 21¾ inches. Average circulation for year ending Dec. 31st, 1923 2,060
100"—$26.00. 400"—$88.00. 1,000"—$200.00.

Enterprise. Weekly. Publishers, Enterprise Printing Co., Ltd. Est. 1857. Thursday. Conservative. Subscription, $2.00 a year. 8 pages, 7 cols., 21¾ inches. Circulation . . . . . 2¼ M.
100"—$25.00. 400"—$85.00. 1,000"—$180.00.

Messenger. Weekly. Publishers, Enterprise Printing Co., Ltd. Est. 1910. Saturday. Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 21¾ inches. Circulation . . . . . 2 M.
100"—$22.00. 400"—$80.00. 1,000"—$180.00.

Saturday News. Weekly. Publishers, News Publishing Co. Est. 1906. Saturday. Independent. Subscription, $2.00 a year, 4 pages, 6 or 7 cols., 21¾ inches. Circulation . 1¾M.
100"—$22.00. 400"—$80.00. 1,000"—$180.00.

COMBER, pop. 600. County—Essex. 184 miles southwest of Toronto. Railroad—M.C. Bank—Roy. Nearby Towns—Tilbury 6 miles, Quinn 8 miles. Country adapted for mixed farming, fruit and tobacco growing. Natural Resources—oil and gas. Industries—flour and saw mills, furniture, hoop and stave factories, brick yards and machine shop.

Herald. Weekly. Publisher, E. E. Lancaster. Est. 1882. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 19¾ inches. Circulation . . . . ½M.

COOKSTOWN, pop. 450. County—Simcoe. 40 miles north of Toronto. Railroad—C. N. Bank—Union. Nearby Towns—Randall 5 miles, Thornton 5 miles. Country adapted for mixed farming and stock raising. Industries—saw, planing and chopping mills, machine shop and lumber yards.

Advocate. Weekly. Publisher, William E. Stoddart. Est. 1897. Thursday. Conservative. Subscription, $1.00 a year. 8 pages, 6 cols., 19½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 948**

CORNWALL, pop. 7,419. County—Stormont. 245 miles northeast of Toronto, on the River St. Lawrence. Terminus of the Cornwall Canal. Nearby Towns—Lunenburg 5 miles, Black River 6 miles. Railroads—C.N., C.P., N.Y.C., D. & N.Y. Banks—Mtl., Roy., Ster., Com. Colleges, etc.—High School, Cornwall Commercial College. Country adapted for general farming and dairying. Natural Resources—stone and water power. Industries—Atchison & Co.; Beach Furniture, Ltd.; Canadian Cottons, Ltd.; Cornwall Pants Mfg. Co.; Dominion Stores, Ltd.; Ives Bedding Co., Ltd.; Lally Lacrosse Mfg. Co.; McGill Chairs, Ltd.; Prince Clothing Co.; Soper, Allan & Co.; Stormont Electric & Power Co., Ltd.; W. W. Thomson, pulp mill.

Freeholder. Weekly. Publisher, C. W. Young. Est. 1846. Thursday. Liberal. Subscription, $2.00 a year. 8 to 12 pages, 7 cols., 21½ inches. Circulation . . 2¾ M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

Standard. Weekly. Publisher, W. Gibbons. Est. 1872. Thursday. Conservative. Subscription, $2.00 a year. 8 to 12 pages, 7 cols., 21½ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . 3,670**
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

The Cornwall Standard has the largest circulation in Eastern Ontario. Circulation statement and advertising rates furnished on application. Sample copies on request. Cornwall is within two miles of the proposed site of the Longue Sault Rapids Development; three railways—C.N.R., C.P.R. and O. & N. Y. Branch of the New York Central, which crosses the St. Lawrence River here. (Publisher's Statement.)

CREEMORE, pop. 653. County—Simcoe. 59 miles northwest of Toronto, on Mad River. Railroad—C. N. Banks—Mtl., Tor. Nearby Towns—Stayner 8 miles, Collingwood 15 miles. Country adapted for farming, fruit growing and stock raising. Industries—planing, saw and grist mills, sash and door factory, garage, evaporator and implement warehouses.

Star. Weekly. Publisher, C. B. Smith. Est. 1886. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . 1M.

DESERONTO, pop. 1,847. County—Hastings. 122 miles east of Toronto, on Bay of Quinte. Railroad—C.N. Steamboat connections with Canadian and U.S. ports on St. Lawrence River and Great Lakes. An attractive summer resort. Banks—Mtl., Stan. Colleges, etc.—High School. Nearby Towns—Napanee 7 miles, Belleville 20 miles. Country adapted for mixed farming, fruit growing and cattle raising. Industries—powder, canning and match factories.

Post. Weekly. Publisher, H. M. Moore. Est. 1911. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 650
100"—$20.00 400"—$80.00. 1,000"—$200.00.

DRAYTON, pop. 600. County—Wellington. 65 miles northwest of Toronto ,on the Conestogo River. Railroad—C.N. Bank—Roy. Colleges, etc.—High School. Nearby Towns—Moorefield 4 miles, Goldstone 6 miles. Country adapted for general farming. Industries—flour, flax and planing mills, carriage works, creamery and foundry.

Advocate. Weekly. Publisher, B. J. Garbutt. Est. 1885. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 7 cols., 22½ inches. Average circulation for year ending Dec. 31st, 1923 1,700
100"—$16.00. 400"—$64.00. 1,000—$160.00.

DRESDEN, pop. 1,339. County—Kent. 158 miles southwest of Toronto, on the Sydenham River. Railroad—P.M. Banks—Com., Dom. Nearby Towns—Chatham 12 miles, Tupper 5 miles. Country adapted for mixed farming, lumbering and fruit growing. Industries—creameries, canning house, machine, brick and tile works, planing, grist, two flour, chopping and flax mills, bending factory and apple evaporators.

Times. Weekly. Publisher, T. N. Wells. Est. 1872. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches. Circulation . . No report

DRYDEN, pop. 1,019. District—Kenora. 780 miles northwest of Toronto. Railroad—C.P. Bank—Roy. Nearby Towns—Eagle River 8 miles, Port Arthur 38 miles. Country adapted for mixed farming, mining and lumbering. Natural Resources—gold and lumber. Industries—saw and pulp mills, repair shops and power plant.

Dryden Observer. Weekly. Publisher, J. W. Collison. Est. 1898. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 6 cols., 20 inches. Circulation . . ¾M.

DUNDALK, pop. 675. County—Grey. 72 miles northwest of Toronto. Railroad—C.P. Banks—Com., Union. Nearby Towns—Riverview 5 miles, Flesherton 10 miles. Country adapted for general farming and stock raising. Industries—grist and flour mills, tannery, creamery, machine shop and implement warehouse.

Herald. Weekly. Publisher, J. R. Macintyre. Est. 1880. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. Circulation . . . . . 1M.

DUNDAS, pop. 4,978. County—Wentworth. 40 miles south of Toronto, on Lake Ontario. Railroads—C.N., T.H. & B. Banks — Com., Roy., Nearby Towns — Hamilton 5 miles, Waterdown 8 miles. Country adapted for

DUNDAS—(Continued)

mixed farming and fruit growing. Natural Resources—extensive water power. Industries—Bertram, John, & Sons Co., Ltd., The Bibby Bros.; Bowman, J. H., Lumber Co., Ltd.; Canada Crushed Stone Corporation, Ltd.; Dominion Lightning Rod Co.; Dundas Knitting Mills; Fisher, John & Son, Ltd.; Frost & Donald; Grafton & Co., Ltd.; Jones Bros. Co., Ltd.; Kaustine Co., Ltd.; Kerr Milling Co., Ltd.; Lennard, S. & Sons, Ltd.; Motherwell Grain Co., Ltd.; Parker, Alfred S.; Pratt & Whitney Co., of Canada, Ltd.; Smith Glove Co.; Thornton & Sons, Lfd.; United Food Products, Ltd.; Valley City Seating Co., Ltd.; Wade Mfg. Co.

Star. Weekly. Publishers, Star Printing Co., Ltd. Est. 1875. Thursday. Conservative. Subscription, $1.00 a year. 8 pages, 7 cols., 20 inches. Circulation . 1½ M.
100"—$20.00. 400" $56.00. 1,000"—$140.00.

DUNNVILLE, pop. 3,224. County—Haldimand. 75 miles southwest of Toronto, at mouth of Grand River, and 4 miles from Lake Erie. Railroads—C.N., T.H. & B. Banks—Com., Union. Colleges, etc.—High School. Nearby Towns—Canfield 10 miles. Country adapted for farming and stock raising. Natural Resources—stone, fish and water power. Centre of natural gas field. Industries—Dominion Hammock Mfg. Co., Ltd.; Hall & Tambling; M. Kohler & Son; Monarch Knitting Co., Ltd.; Standard Foundry & Machine Co.; Standard Supply Co.

Chronicle. Weekly. Publisher, W. A. Fry. Est. 1896. Friday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 2,017**
100"—$20.00 400"—$80.00. 1,000"—$200.00.

Gazette. Weekly. Publisher, David Hastings. Est. 1852. Friday. Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 19 inches. Average circulation for year ending Dec. 31st, 1923 637
100"—$18.00. 400"—$60.00. 1,000"—$150.00.

Reform Press. Weekly. Publisher, W. D. Patterson. Est. 1872. Thursday. Liberal. Subscription, $1.00 a year. 8 pages, 5 cols., 17 inches. Circulation . . No report

DURHAM, pop. 1,494. County—Grey. 100 miles northwest of Toronto, on the Saugeen River. Railroads—C.N., C.P. Banks—Stan., Roy. Nearby Towns—Hampden 8 miles, Holstein 10 miles, Priceville 10 miles. Country adapted for mixed farming and stock raising. Natural Resources—lumber and water power. Industries—furniture and weather strip factories, planing, chopping, grist, flour and oatmeal mills, foundry and stone crushing factory.

Chronicle. Weekly. Publisher, W. Irwin. Est. 1867. Thursday. Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . 1¼M.
100"—$16.00. 400"—$56.00. 1,000"—$140.00.

Review. Weekly. Publishers, Chas. Ramage & Son. Est. 1878. Thursday. Independent-Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 19¾ inches. Circulation. 1¼M.

DUTTON, pop. 813. Country—Elgin. 128 miles west of Toronto. Railroads—M.C., P.M. Banks—Mol., Roy. Colleges, etc.—High School. Nearby Towns—Iona 6 miles, Campbellton 7 miles. Country adapted for general farming and stock raising. Industries—flour, saw, planing mills, evaporator, lumber yards, creamery, hay rack factory and foundry.

Advance. Weekly. Publishers, Blue & Smith. Est. 1889. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,040
100"—$10.00. 400"—$36.00. 1,000"—$80.00.

EASTVIEW CENTRE, pop. 5,324. County—Russell. 1 mile north of Ottawa.

Messager de Marie. (French.) Monthly. Publishers, Fathers of the Company of Mary. Est. 1904. Roman Catholic. Subscription, 50c a year. 48 pages, 2 cols., 7½ inches.

EGANVILLE, pop. 1,015. County—Renfrew. 153 miles northeast of Toronto, 70 miles west of Ottawa. Railroads—C.P., C.N. Bank—Mtl. Nearby Towns — Pembroke 20 miles, Renfrew 20 miles. Country adapted for general farming, stock raising and lumbering. Natural Resources—iron, mica, graphite and lumber. Industries—butter, cement, brick and tile factories, lime kiln, flour, carding, and saw mills, iron and carriage works.

Leader. Weekly. Publisher, P. McHugh. Est. 1902. Friday. Independent-Liberal. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,450
100"—$22.00. 400"—$72.00. 1,000"—$160.00.

ELMIRA, pop. 2,016. County—Waterloo. 61 miles west of Toronto, on the Canagagigue River. Railroads—C.N., C.P. Banks—N.S., Roy. Nearby Towns—Kitchener 12 miles, Guelph 17 miles. Country adapted for mixed farming, dairying and stock raising. Industries—shoe, felt, furniture, window strip and brick factories, creamery, automotive parts, rubber footwear and Phonola factories, planing mill and foundry.

Signet. Weekly. Publishers, Elmira Printing Co. Est. 1869. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 1,700
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

ELMVALE, pop. 750. County—Simcoe. 67 miles northwest of Toronto. Railroad—C.N. Banks—Stan., Tor. Nearby Towns—Waverley 6 miles, Hillsdale 6 miles. Country adapted for farming, dairying and stock raising. Natural Resources—marl and lumber. Industries—roller, saw, grist and planing mills, lumber yards, foundry and implement warehouses.

Lance. Weekly. Publisher, Charles Fraser. Est. 1901. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 7 cols., 19¼ inches. Circulation . . No report

Leader. Weekly. Publisher, W. A. Thompson. Est. 1923. Wednesday. Independent. Subscription, $2.00 a year. 6 cols., 19¾ inches. Circulation . . . See Note A.

ELORA, pop. 1,136. County—Wellington. 53 miles northwest of Toronto, at the junction of the Grand and Irvine Rivers. Railroads — C. P., C. N. Bank — Roy. Colleges, etc.—High, Public and R. C. Separate Schools. Nearby Towns—Guelph 13 miles, Fergus 3 miles, Alma 5 miles. Country adapted for stock raising, dairying and general farming. Natural Resources—splendid water power. Industries—grist, chopping, flour and saw mills, harrow, two furniture and Kiddie-Kar factories, chemical works, foundry, lime kiln and machine repair shop.

Express. Weekly. Publisher, Richard E. Mills. Est. 1852. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st., 1923 900

EMBRO, pop. 460. County—Oxford. 85 miles southwest of Toronto, on River Thames. Railroad—C.P. Banks—Mtl., Roy. Nearby Towns—Woodstock 10 miles, St. Mary's 15 miles. Country adapted for mixed farming, dairying and stock raising. Industries—cheese factory, flour and saw mills, creamery, machine repair shop, harness works and evaporator.

EMBRO—(Continued)

Courier. Weekly. Publishers, Embro Courier Co. Est. 1880. Wednesday. Independent. Subscription, $1.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . No report

ERIN, pop. 479. County—Wellington. 50 miles northwest of Toronto, on Credit River. Summer resort. Railroad—C.P. Bank—Union. Colleges, etc.—High School. Nearby Towns—Orangeville 15 miles, Guelph 20 miles. Country adapted for general farming and stock raising. Natural Resources — stone quarries. Industries — planing and grist mills, sash and door factory.

Advocate. Weekly. Publisher, R. W. Hull. Est. 1880. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 900
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

ESSEX, pop. 1,588. County—Essex. 199 miles southwest of Toronto. Railroads—M.C., W.E. & L.S. Elec. Banks—Imp., Union. Colleges, etc.—High School. Nearby Towns—Windsor 15 miles, Maidstone 5 miles. Country adapted for general and market farming, also tobacco growing. Industries—tractor and canning factories, aerated water works, creamery, planing, flax, grist, flour and saw mills and foundry.

Free Press. Weekly. Publishers, Brett & Auld. Est. 1878. Friday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 19¾ inches. Circulation . . . 2¼M.
100"—$17.00. 400"—$68.00. 1,000"—$170.00.

EXETER, pop. 1,442. County—Huron. 108 miles southwest of Toronto, on the Sable River. Railroad—C.N. Banks—Mol., Com. Colleges, etc.—High School. Nearby Towns—Farquhar 5 miles, Crediton 6 miles, Hensall 5 miles. Country adapted for mixed farming. Natural Resources—salt. Industries—machine shop, canning, stave, leather, clothing and road machinery factories, woolen, flax, planing and lumber mills, creamery, salt works and elevator.

Advocate. Weekly. Publishers, Advocate Printing Co. Est. 1887. Thursday. Conservative. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . 2,311**
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

Times. Weekly. Publishers, Times Printing Co., Ltd. Est. 1873. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 1,750
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

FENELON FALLS, pop. 1,031. County—Victoria. 69 miles northeast of Toronto, on the Fenelon River. Steamboats to Lindsay, Rosedale, etc. Railroad—C.N. Banks—Mtl., Ster. Nearby Towns—Lindsay 14 miles, Balsam 7 miles. Country adapted for mixed farming, stock raising and lumbering. Natural Resources—lumber and water power. Industries—grist, saw, two planing and two flour mills, creamery, chemical and pump works, box, carriage, sash, door and wood turning factories.

Gazette. Weekly. Publishers, G. A. & A. W. Robson. Est. 1873. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. Average circulation for year ending Dec. 31st, 1923 600
100"—$12.00. 400"—$32.00. 1,000"—$70.00.

FERGUS, pop. 1,796. County—Wellington. 51 miles west of Toronto, on the Grand River. Railroads—C.P., C.N. Banks—Imp., Roy. Colleges, etc.—High School. Nearby Towns—Guelph 13 miles, Drayton 14 miles. Country adapted for grain growing, cattle raising and general farming. Natural Resources—large stone quarries. Industries—stable fitting, cement, tile, implement and grain separator factories, creameries, oatmeal, flour, saw mills, lumber yards, foundry, lime kilns and marble works.

FERGUS—(Continued)

News-Record. Weekly. Publisher, J. C. Templin. Est. 1855. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . . 1¾ M.
100"—$18.00. 400"—$72.00. 1,000"—$180.00.

FLESHERTON, pop. 422. County—Grey. 73 miles northwest of Toronto, on the Boyne River. Railroad—1½ miles from Flesherton Station, C.P. Banks—Mtl., Stan. Colleges, etc.—High School. Nearby Towns—Ceylon 2 miles, Markdale, 6 miles. Country adapted for general farming and stock raising. Natural Resources—timber. Industries—woolen, carding, saw, grist and planing mills, sash and door factory, wagon works and repair shop.

Advance. Weekly. Publisher, Thurston & Son. Est. 1881. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . 1 M.
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

FORDWICH, pop. 600. County—Huron. 84 miles northwest of Toronto, on the Maitland River. Railroad—C.P. Bank—Com. Nearby Towns—Harriston 10 miles, Wroxeter 7 miles. Country adapted for mixed farming and fruit growing. Industries—saw and chopping mills, machine shop, cheese factories and brick yards.

Record. Weekly. Publisher, W. J. Roberts. Est. 1896. Thursday. Independent. Subscription, $2.00 a year . 8 pages, 6 cols., 20 inches. Circulation . . . . ¾ M.

FOREST, pop. 1,422. County—Lambton. 137 miles southwest of Toronto. Railroad—C. N. Banks—Com., Mol., Stan. Nearby Towns—Hillsborough 5 miles, Warwick 8 miles. Country adapted for mixed farming, fruit growing and stock raising. Natural Resources—oil, lumber and fish. Industries—canning house, flax, stave, flour, grist, saw and planing mills, fruit evaporators, sash and door, basket and cement tile factories, creamery.

Free Press. Weekly. Publisher, H. J. Pettypiece. Est. 1879. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,690**
100"—$18.00. 400"—$64.00. 1,000"—160.00.

Standard. Weekly. Publishers, Standard Printing & Publishing Co., Ltd. Est. 1893. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 . 1,550
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

FORT ERIE, pop. 1,546. County—Welland. 90 miles south of Toronto by rail, on Niagara River, opposite Buffalo. Railroads—C.N., M.C. Banks—Ster., Mol. Nearby Towns—Bridgeburg 1 mile, Niagara Falls 13 miles. Country adapted for mixed farming and fruit growing. Natural Resources—blacking, grease, register and safe factories, cement block and wagon works, greenhouses and lumber yards.

Times. Weekly. Publishers, Review Co., Bridgeburg. Est. 1900. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 6 cols., 19¾ inches.
Circulation included in that of the Bridgeburg Review.

FORT FRANCES, pop. 3,109. District—Rainy River. 775 miles northwest of Toronto, at navigation terminus of Rainy River. Railroads—C.N., M. & I., terminus D.W. & P. Banks—Com., Dom. Colleges, etc.—High and Public Schools. Nearby Towns—Crozier 5 miles, Devlin 12 miles. Country adapted for mixed farming, mining and lumbering. Tourist centre. Natural Resources—minerals, lumber and fish. Industries—pulp, paper, planing and saw mills, foundry, machine shops, box factory, aerated water works, Government Fish Hatchery.

Times and Rainy Lake Herald. Weekly. Publishers, Fort Frances Times Publishing Co., Ltd. Est. 1894. Thurs-

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FORT FRANCES—(Continued)
day. Independent. Subscription, $2.00 a year. 8 to 16 pages, 7 cols., 20 inches. Circulation . . . . 1½ M.
100"—$28.00. 400"—$104.00. 1,000"—$250.00.

FORT WILLIAM, pop. 20,541. District—Thunder Bay. 817 miles northwest of Toronto, on Kaministiquia River, at the head of Lake Superior. Lake terminus of the various transcontinental railways, with grain elevators of combined capacity of over 30 million bushels. Largest grain terminus in the world. 350 miles of railway terminals and 26 miles of land locked harbour. Custom collections amount to over $1,300,000 a year. Railroads—C.P., C.N. Banks—Com., Dom., Imp., Mtl., Union, Roy., N.S., Tor. Colleges, etc—9 schools and Collegiate Institute. Nearby Towns—Port Arthur 3 miles, Stanley 22 miles. Country adapted for mixed farming. Natural Resources—gold, iron, stone, lumber. Extensive water power, 110,000 h.p. developed. Industries—Bottling works, coal docks, Brewing Co., Power Co., sas hand door factory, pul pand paper mills, grain storage and cleaning elevators, machine shops, iron pipe and car wheel plant, stone works, broom factory, railway terminals.

Times-Journal. Daily. Publishers, Times-Journal of Fort William, Ltd. Est. 1884. Evening. Independent. Subscription, $4.50 a year. 12 to 20 pages, 7 cols., 21¼ inches. **Total net paid circulation for 6 mos. ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . 5,558**
1,000 1.—$25.00. 5,000 1.—$125.00. 10,000 1.—$250.00.

The leased wire of the Associated Press is installed in the Times-Journal office and a full report is published daily. In addition, correspondents at every town and hamlet within 150 miles, covers local happenings thoroughly. This paper enjoys the largest A.B.C. circulation of any newspaper between Toronto and Winnipeg and is, therefore, a very strong medium for any advertising. (Publisher's Statement.)

FRANKFORD, pop. 786. County—Hastings. 91 miles east northeast of Toronto, on Trent Canal. Railroad—C.P. Bank—Mol. Country adapted for mixed farming. Nearby Towns—Glennass 9 miles, Trenton 12 miles. Industries—paper board factory, evaporator.

FRANKFORD—(Continued)

Sun. Weekly. Publishers, Jarrett & Son. Est. 1920. Friday. Independent. Subscription, $2.00 a year. 12 pages, 5 cols., 18 inches. Circulation . . . . No report

GALT, pop. 13,216. County—Waterloo. 52 miles west of Toronto, on the Grand River. Railroads—C. P., C. N., G. H. Elec., L. E. & N. Elec. Banks—N.S., Tor., Com., Imp., Union, Mtl., Roy. Colleges, etc.—Collegiate Institute, Business College. Nearby Towns—Preston 3 miles, Hespeler 6 miles. Country adapted for farming. Natural Resources—limestone, sand and natural gas. Industries—Bailey & Son, H. F.; Bernhardt, Geo.; Canada Machinery Corporation, Ltd.; Canadian Brass Co., Ltd.; Canadian Edge Tool Co.; Canadian Potato Machinery Co., Ltd.; Cowan Co. of Galt; Dominion Tack & Nail Co., Ltd.; Elliott, J. & R.; Elliott & Whitehall Machine & Tool Co.; Galt (The) Art Metal Co., Ltd.;Galt (The) Brass Co., Ltd.; Galt Chemical Products Ltd.; Galt Electric & Gas Fixtures Co.; Galt Flour Mills, Ltd.; Galt Knife Co., Ltd.; Galt Knitting Co., Ltd.; Galt Machine Screw Co., Ltd.; Galt Malleable Iron Co., Ltd.; Galt Paper Box Co.; Galt Shoe Mfg. Co., Ltd.; Galt (The) Stove & Furnace Co., Ltd.; Gardiner, P .W. & Son; Getty & Scott, Ltd.; Goldie & McCulloch Co., The; Hay, Peter (The) Knife Co., Ltd.; Hi-Speed Tools, Ltd.; Kaitting, George C. & Son; Kinnear, T. & Co.; I. K. Martin; McDougall R. (The) Co., Ltd.; National Hat Co.; Newlands & Co., Ltd.; Peard, Wm.; Perfect Machine Co., Ltd.; Preston & Schwartz, Ltd.; Riverside Silk Mills, The; Roelofson Elevator Works; St. Clair Bros.; Sheldons, Ltd.; Shimer Cutter Head Co. of Canada, Ltd.; Shurley-Dietrich Co., Ltd.; Stevens (The) Co. of Galt, Ltd.; Sturtevant, B. F. Co. of Canada, Lad.; Turnbull (The) C. Co., Ltd.; Victoria Wheel Co., Ltd.

Reporter. Daily. Publishers, Galt Publishers, Ltd. Est. 1896. Evening. Independent. Subscription, $6.00 a year. 8 to 16 pages, 7 cols., 20½ inches. **Total net paid circulation for 6 months ending March 31, 1924, as per Publisher's Statement on A.B.C. Form 5,170**

1,000 1.—$30.00. 5,000 1.—$125.00. 10,000 1.—$200.00.

GANANOQUE, pop. 3,694. County—Leeds. 105 miles east of Toronto, on the St. Lawrence River. Gateway to the Thousand Islands, and a great tourist centre in summer. Railroad—C. N. Banks — Mtl., Tor. Colleges, etc. — High School. Nearby Towns—Kingston 18 miles, Dufferin 12 miles. Country adapted for general farming and dairying. Natural Resources—granite and fish. Industries—Andrews, George E.; Gananoque Spring & Axle Co., Ltd.; Gananoque Electric Light & Water Supply Co., Ltd.; Jones (The) D. F. Mfg. Co., Ltd.; McClellan & Shaneman; Mitchell & Wilson, Ltd.; Ontario Steel Products, Ltd.; Ontario (The) Wheel Co., Ltd.; Parmenter & Bullock (The) Co., Ltd.; St. Lawrence Steel & Wire Co., Ltd.; Skinner (The) Co., Ltd.

Journal. Weekly. Publisher, Jas. A. Thompson. Est. 1883. Thursday. Conservative. Subscription, $1.50 a year. 8 to 12 pages, 6 cols., 19¾ inches. Circulation . . 1M.

100"—$15.00. 400"—$40.00. 1,000"—$100.00.

Reporter. Weekly. Publisher, B. O. Britton. Est. 1872. Saturday. Liberal. Subscription, $1.50 a year. 8 pages, 7 cols., 19¾ inches. Circulation . . . . . 1 M.

GEORGETOWN, pop. 2,061. County—Halton. 28 miles west of Toronto, on the River Credit. Railroads—C.N., Tor. Sub. Elec. Banks—Com., Mtl. Nearby Towns—Cheltenham 9 miles, Brampton 12 miles. Country adapted for farming. Natural Resources—stone. Industries—glove, basket, carriage, shoe, leather, paper and knitting machine factories, paper coating, woolen, flour, chopping and planing mills, pump works, creamery, foundry and lumber yards.

GEORGETOWN—(Continued)

Herald. Weekly. Publisher, J. M. Moore. Est. 1867. Wednesday. Independent. Subscription, $1.50 a year. 4 to 6 pages, 8 cols., 24 inches. Circulation . . 1¼M.
100"—$18.00. 400"—$72.00. 1,000"—$150.00.

GLENCOE, pop. 862. County—Middlesex. 132 miles southwest of Toronto. Railroads—C.P., C.N., Wab. Banks—Mtl., Roy. Nearby Towns—Newbury 7 miles, Melbourne 10 miles. Country adapted for mixed farming and dairying. Industries—woodenware, and bakers' supply factories, lumber mills, wagon works, apple evaporator and foundry.

Transcript. Weekly. Publisher, A. E. Sutherland. Est. 1870. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 1,320
100"—$28.00. 400"—$92.00. 1,000"—$200.00.

GODERICH, pop. 4,107. County—Huron. 117 miles northwest of Toronto, on Lake Huron. Railroads—C. N., C. P. Steamboats to Detroit, Sarnia, etc. A favorite summer resort. Banks—Com., Mtl., Ster., Union. Nearby Towns—Clinton 12 miles, Summerhill 10 miles. Country adapted for mixed farming, dairying and stock raising. Natural Resources—fish and salt. Industries—Dominion Road Machinery Co., Ltd.; Artcraft Furniture Co., Ltd.; Goderich Knitting Co., Ltd.; Goderich Elevator Transit Co., Ltd.; Goderich Mfg. Co., Ltd.; Goderich Organ Co., Ltd., The; Goderich Salt Co., Ltd.; Misner (The) Mfg. Co., Ltd.; West Can. Flour Mills, Ltd.

Signal. Weekly. Publishers, Signal Printing Co., Ltd. Est. 1848. Thursday. Independent-Liberal. Subscription, $2.00 a year. 8 to 12 pages, 7 cols., 20 inches. Circulation . . . . . 1¾M.
100"—$20.00. 400"—$72.00. 1,000"—$180.00.

The Signal is pre-eminently the advertising medium of Huron County. The town of Goderich is a prosperous industrial and commercial centre and Huron County contains one of the wealthiest agricultural communities in Western Ontario. There is no padding in The Signal's circulation, and it is very largely paid in advance. (Publisher's Statement.)

Star. Weekly. Publishers, Vanatter & Naftel. Est. 1859. Thursday. Conservative. Subscription, $2.00 a year. 8 to 10 pages, 7 cols., 22 inches. Circulation . . 2 M.
100"—$20.00. 400"—$72.00. 1,000"—$180.00.

GORE BAY, pop. 635. District—Manitoulin. 223 miles northwest of Toronto, on Manitoulin Island, Georgian Bay. Steamers from Collingwood and Owen Sound and daily stage in winter from Spanish River Station. Bank—Mtl. Colleges, etc.—High and Public Schools. Nearby Town—Little Current 40 miles. Country adapted for farming, lumbering and fishing. Industries—saw mill, sash and door and tile factory, machine shop and lumber yards.

Recorder. Weekly. Publisher, A. E. Graham. Est. 1907. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,100**
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

GORRIE, pop. 600. County—Huron. 116 miles west of Toronto. Railroad—C.P. Bank—Com. Nearby Towns—Wroxeter 3 miles, Fordwich 4 miles. Country adapted for mixed farming and fruit growing. Industries—grist mill, implement warehouse, lumber yards and tile works.

Vidette. Weekly. Publisher, Thos. Nash. Est. 1877. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . No report

GRAND VALLEY, pop. 620. County—Dufferin. 48 miles west of Toronto, on the Grand River. Railroad—C.P. Banks—Imp., Roy. Nearby Towns—Orangeville 12 miles, Arthur

GRAND VALLEY—(Continued)

12 miles. Country adapted for mixed farming. Industries—chopping and planing mills, machine shop, carriage works and power plant.

Star and Vidette. Weekly. Publisher, W. Logan Craig. Est. 1875. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. **Average detailed sworn circulation for year ending Dec. 31, 1923 . . . 936**

100"—$15.00. 400"—$60.00. 1,000"—$150.00.

GRAVENHURST, pop. 1,478. District—Muskoka. 87 miles north of Toronto, at head of Muskoka Lakes navigation. Gateway to the Highlands of Ontario. Sanatoria for Consumptives. Railroad—C.N. Bank—Dom. Colleges, etc.—Collegiate Institute. Nearby Towns—Port Carling 15 miles, Bracebridge 12 miles. Country adapted for farming and lumbering. Natural Resources—lumber, silica and water power. Industries—soda water and iron works, motorboat factory, granite quarries, saw mill, electric power plant, large potash and feldspar reduction works, sash and door factory. Hydro power developed 8 miles away, at South Falls.

Banner. Weekly. Publishers, Banner Publishing Co. Est. 1876. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. Circulation . No report

GRIMSBY, pop. 2,004. County—Lincoln. 33 miles south of Toronto, on Lake Ontario. Railroads—C.N., H.G. & B. Elec. Banks—Com., Roy. Nearby Towns—Beamsville 5 miles, Hamilton 18 miles. Country adapted for fruit growing. Industries —box, veneer, basket, auto tire, jam, curtain stretcher, carriage, chair, hospital and electric supply factories, artificial ice plant, several canning houses, foundry, marble works, saw, planing and flour mills, repair shop and nurseries.

Canadian Sportsman. Weekly. Publishers, Jas. A. Livingston & Sons. Est. 1870. Monday. Harness horse news. Subscription, $2.50 a year. 8 to 24 pages, 4 cols., 13 inches. Circulation . . . . . 2½M.

100"—$60.00. 400"—$240.00.

The Canadian Sportsman is the oldest Turf Journal in America and the only one published in Canada. Every section of the Dominion from coast to coast is covered by The Canadian Sportsman. It is the only paper devoted to horses, and is looked upon and is the standard of authority on all questions of breeding and racing of standard bred trotting and pacing horses. (Publisher's Statement.)

Independent. Weekly. Publisher, Jas. A. Livingston & Sons. Est. 1885. Wednesday. Independent. Subscription, $2.00 a year. 8 to 16 pages, 7 cols., 20 inches. Circulation . . . . . 1¾M.

100"—$24.00. 400"—$96.00. 1,000"—$240.00.

The Grimsby fruit district is the richest rural district in America. The Independent goes every week into almost every home in this section. It also goes to the homes of the many workers in the local industries in Grimsby. This combination represents a buying power which is very valuable to national advertisers. To cover Grimsby and district use The Independent. (Publisher's Statement.)

GUELPH, pop. 18,128. County—Wellington. 49 miles west of Toronto, on the River Speed. Railroads—C. P., C. N. Banks—Com., Dom., N.S., Mtl., Roy., Union. Colleges, etc.—Collegiate Institute, Ontario Agricultural College, Macdonald Institute. Nearby Towns—Fergus 13 miles, Elora 13 miles, Galt 14 miles. Country adapted for mixed farming. Industries—Aspinwall Canadian Co., Ltd.; Callander Foundry & Mfg. Co., Ltd., The; Canada Ingot Iron Co., Ltd.; Canadian Metal Products, Ltd.; Canadian Textile & Weaving Co., Ltd.; Canhan, Victor H. & Co.; Colonial Whitewear Co., Ltd.; Commercial Motor Bodies & Carriages, Ltd.; Crowe's Iron Works; Dalyte Electric Ltd.; Dominion Linens, Ltd.; Gilson Mfg. Co., Ltd.; Goldie, James Co., Ltd.; Griffin Foundry Co.; Guelph Carpet & Worsted Spinning Mills, Ltd.; Guelph Creamery Co.; Guelph Elastic Hosiery Co.; Guelph Paper Box Co.; Guelph Soap Co.; Guelph Spring & Axle Co., Ltd.; Guelph Stove Co., Ltd.;

GUELPH—(Continued)

Hood & Benallick; International Malleable Iron Co., Ltd.; Kloepfer Co., Ltd.; Kelly, Chas. W. & Son; Louden Machinery Co. of Canada; McAllister, George & Sons, Ltd.; McKenzie, D., Machinery Co., The; McDonald, D. E. & Bro., Ltd.; Murton, H., Ltd.; Northern Rubber Co., Ltd.; Partridge, F. E., Rubber Co., Ltd.; Sherer-Gillet Co., Ltd.; Standard White Lime Co., Ltd.; Steele, James, Ltd.; Sterling Rubber Co., Ltd.; Stewart, Robert, Ltd.; Taylor-Forbes Co., Ltd.; Tolton Mfg. Co.; White Sewing Machine Co. of Canada, Ltd.

Mercury. Daily. Publisher, J. I. McIntosh. Est. 1867. Evening. Independent. Subscription, $6.00 a year. 12 to 24 pages, 7 cols., 21 1-7 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 4,710**
1,000 l.—$40.00. 5,000 l.—$150.00. 10,000 l.—$250.00.

Mercury. Weekly. Publisher, J. I. McIntosh. Est. 1844. Thursday. Independent. Subscription, $1.50 a year. 12 to 16 pages, 7 cols., 21½ inches. Circulation . . 1M.
1,000 l.—$20.00. 5,000 l.—$100.00. 10,000 l.—$200.00.

Canadian Entomologist. Monthly. Publishers, Entomological Society of Ontario. Est. 1868. Beginning of month. Devoted to the interests of Entomology. Subscription, $2.00 a year. 28 pages, 1 col., 8 inches. Average circulation for year ending Dec. 31st, 1923 700
100"—$100.00.

Canadian Forester. Monthly. Publisher, H. Gummer. Est. 1881. Fraternal. Subscription, 50 cents a year. 8 pages, 4 cols., 16 inches.
Does not insert advertisements.

Canadian Oddfellow. Monthly. Publisher, H. Gummer. Est. 1902. Fraternal. Subscription, 50 cents a year. 8 pages, 3 cols., 12 inches.
Does not insert advertisements.

Chosen Friend. Monthly. Publisher, H. Gummer. Est. 1887. Fraternal. Subscription, 50 cents a year. 8 pages, 4 cols., 12 inches.
Does not insert advertisements.

Herefords. Monthly. Publisher, J. A. McIntyre. Est. 1922. 1st of month. Stock breeding. Subscription, $1.00 a year. 12 pages, 2 cols., 10 inches. Circulation . No report

Ontario Agricultural College Review. Monthly. Publishers, Students of O. A. C. Est. 1889. Collegiate and agricultural. Subscriptions, 50 cents a year. 70 pages and more, 2 cols., 9 inches. Issued during college year only.
One page, one time—$30.00.
(Dated at London, Ont.).

Home Circle Leader. Monthly. Publishers, Order of Canadian Home Circles. Est. 1890. Fraternal. Subscription, 20 cents a year; free to members of the Order. 8 pages, 2 cols., 13½ inches. Circulation . . . 5½M.
Advertising not solicited.

Ontario Milk Producers' Magazine. Monthly. Publishers, Ont. Milk Producers' Assn., Ltd. Est. 1923. 1st of month. Subscription, $1.50 a year. 16 pages, 4 cols., 15 inches.

HAGERSVILLE, pop. 1,169. County—Haldimand, 58 miles south of Toronto. Railroads—C. N., M. C. Banks—Com., Union. Nearby Towns—Jarvis 6 miles, Cayuga 11 miles. Country adapted for mixed farming and dairying. Natural Resources—stone and natural gas. Industries—planing, flour and grist mills, seed houses, creamery, stone quarries, machine shop and carriage works.

News. Weekly. Publishers, David & W. H. Seymour. Est. 1888. Thursday. Conservative. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . No report

HAILEYBURY, pop. 3,743. District—Temiskaming. 334 miles north of Toronto, on Lake Temiskaming. Railroads—T. & O. N., N. C. Electric. Banks—N.S., Union, Hoch. Colleges, etc.—High, Public and Separate Schools, Mining and Technical College. Nearby Towns—Cobalt 5 miles, New Liskeard 5 miles. Natural Resources—silver, lumber, pulpwood and fish. Industries—Temiskaming Pulp & Paper Co.; Haileybury Lumber Co.; Geo. Poppleton, machine shop; P. M. Fleming, machine shop; L. Mayer ,tannery; Harris Abattoir Co.; coal and wood yards, wholesale grocery, etc.

Haileyburian. Weekly. Publisher, Leishman & Sutherland. Est. 1904. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 600
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

HAMILTON, pop. 114,151. County—Wentworth, 37 miles southwest of Toronto, on Burlington Bay, Lake Ontario. Fine harbor with extensive lake-boat traffic. Railroads—C.P., C.N., M.C., T.H. & B., H. G. & B. Elec., H. & O. Elec. Banks—Com., Dom., Imp., Tor., Mol., Mtl., N.S., Roy., Union, Stan. Colleges, etc.—several Public and High Schools. Nearby Towns—Dundas 6 miles, Port Nelson 9 miles. Country adapted for mixed farming, dairying and fruit growing. Industries—Abso Pure Ice, Ltd.; Abrasive Co. of Canada, Ltd.; Aitchison, D. & Co.; American Can Co.; Appleford Counter Check Book Co., Ltd.; Armstrong Supply Co., Ltd.; Atkins, E. C. & Company; Aylmer Produce Co.; Bain, Jas. & Son;Balfour, McLaren, Balfour, Smye & Co.; Bard & Co.; Barton Lumber and Supply Co.; Bartonville Pressed Brick Co., Ltd.; Barnard Stamp & Stencil Co., Ltd.; Batstone, W.; Beaver Lumber Co.; Bell Thread Co., Ltd.; Bird & Son; Boston Insulated Wire & Cable Co.; Boulter, Geo. F.; Brown, Beggs Co., Ltd.; Bruce, John A. & Co., Ltd.;Bull, John, Mfg. Co.; Buntin, Gillies & Co., Ltd.; Burke Bros.; Burrow, Stewart & Milne Co., Ltd.; Campbell Lubricating Co.; Campbell's, R. Sons; Canada Ice & Coal Co., Ltd.; Canada Wire & Iron Goods Co.; Canadian Bifocal Lens Co.; Canadian Drawn Steel Co., Ltd.; Canadian Engineering & Contracting Co., Ltd.; Canadian Hart Products, Ltd.; Canadian Horse Shoe Co., Ltd.; Canadian Meter Co., Ltd.; Canadian Polishes, Ltd.; Canadian Porcelain Co., Ltd.; Canadian Pressed Brick Co., Ltd.; Canadian Steel & Wire Co.; Canadian Shovel & Tool Co., Ltd.; Canadian Tungsten Lamp Co., Ltd.; Canadian Westinghouse Co., Ltd.; Carr Fastener Co.; Cheeseman, Peter; Chipman-Holton Knitting Co., Ltd.; Clark, Adam, Ltd.; Climax Good Roads Machinery Co., Ltd.; Climie, James D.; Cline & Cline Co.; Coffield Washer Co. of Canada, Ltd.; Commercial Oil Co., Ltd.; Concrete Pipe & Products Co., Ltd.; Connon, Jno. Co., Ltd.; Cooper, Wm. H.; Coppley, Noyes & Randall, Ltd.; Crawford Bros.; Crown Oil Refining Co., Ltd.; Culley & Breay, Ltd.; Dalley, The F. F. Corporation, Ltd.; Dalley Products, Ltd.; Dominion Belting Co., Ltd.; Dominion Canners, Ltd.; Dominion Foundries & Steel, Ltd.; Dominion House Furnishing Co.; Dominion Lumber & Coal Co., Ltd.; Dominion Power & Transmission Co.; Dominion Sheet Metal Corporation, Ltd.; Dominion Vinegar Works Company; Donaldson & Patterson; Dowswell, Lees & Co., Ltd.; Drake-Avery Co., Ltd.; Drewery, A .E., Ltd.; Duff, John & Son, Ltd.; Duncan Lithographing Co., Ltd.; Duncan, Robert & Co.; Dunlop, Frank Co., Ltd.; Dunlop, Jas. Co., Ltd.; Dunn, G. S. & Co.; Duro Aluminum, Ltd.; Dyment, W. T.; Eagle Knitting Co., Ltd.; Eagle Spinning Mills, Ltd.; Eastman & Middleton Co.; Electrical Appliances, Ltd.; Evel Casket Co., Ltd.; Farrar Bros.; Farrar, Wm. & Co., Ltd.; Fearman, F. W. Co., Ltd.; Finch Bros., Ltd.; Firestone Tire & Rubber Co.; Firth Bros., Ltd.; Ford-Smith Machine Co., Ltd.; Foster Pottery Co.; Fralick & Co.; Franklin Steel Works, Ltd.; Freeman, W. A. Co., Ltd.; Frid Brothers; Frid, George, Co., Ltd.; Frost Steel & Wire Co., Ltd.; Furnivall-New Limited; Gallagher Lime & Stone Company; Garlock Packing Co.; Gartshore-Thomson Pipe & Foundry Co., Ltd.; Gibb Paper Box Company; Gillard, W. H. & Co.; Glassco, G. F. & Co.,

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HAMILTON—(Continued)

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HAMILTON—(Continued)

Meakins & Sons, Ltd.; Membery, G. D. & Sons; Mercury Mills, Ltd.; Meriden Britannia Co., Ltd.; Metal Studios, Ltd.; Mills Hardware Co., Ltd.; Monarch Metal Co., Ltd.; Concur, James, Electric Co.; Montgomery, John; Moore, D., Co., Ltd.; Morden, F. D.; Morris, John; Morton, David & Sons, Ltd.; Myles, Thomas Sons, Ltd.; Myles & Precious; National Paper Goods, Limited; National Steel Car Co., Ltd.; National Steel Car Corp., Ltd.; New, E.; Newbigging Cabinet Co., Ltd.; Norton Co. of Canada, Ltd.; Olmstead Iron Works; Ontario Box Co., Ltd.; Ontario Lubricating Co., Ltd.; Parke & Parks, Ltd.; Parker, A. & Sons; Parsons & Parsons Canadian Company; Patterson, J. D. & Co.; Patterson & Crosthwaite Company; Peerless Underwear Co., Ltd.; Peerless Wire Fence Co., The, Ltd.; Permanent Ink Co., Ltd.; Pittsburg Perfect Fence Co., Ltd.; Porritts & Spencer, Canada, Ltd.; Powis, Alfred & Son; Pratt, T. H. & Co.; Proctor & Gamble Mfg. Company; Pure Milk Co., Ltd.; Radigan, Frank; Rae Machine Tool Mfg. Co., Ltd.; Ralston, Robert & Co.; Ramsey, Thomas; Regal Shirt Co., Ltd.; Reid, Charles & Co.; Reid Press, Ltd.; Riddell, John E. & Son, Ltd.; Ritchie Cut Stone Co., Ltd.; Robertson Bros.; Robinson, G. W. & Co., Ltd.; Ross, Andrew; Royal Brush Co.; Scarfe & Co., Ltd.; Sawyer-Massey Co., Ltd.; Schultz Mfg. Co., Ltd.; Skinner, A. E.; Slater, N. Co., Ltd.; Smart Turner Machine Co., Ltd.; Somerville, S. W. & Co., Ltd.; Soper, Robert; Souter, A. M. & Co.; Sparks & McKay; Stanley Mills Co., Ltd.; Standard Underground Cable Co. of Canada, Ltd.; Stanley Steel Co., Ltd.; Stanley Works of Canada, Ltd.; Steel Co. of Canada, Ltd.; Sullivan, Daniel; Sutherlands, Ltd.; Sweet, John & Co., Ltd.; Tallman Brass & Metal Co., Ltd.; Taylor Bros.; Thomson-Gordon, Limited; True-Knitt Mills, Ltd.; Tuckett Tobacco Co., Ltd.; Toronto & Hamilton Electric Co., Ltd.; Townsend, John S.; Union Drawn Steel Co., Ltd.; United Gas & Fuel Co. of Hamilton; Universal Products, Ltd.; Upton Co.; Van Allen Co., Ltd.; Wagstaffe, Limited; Warren Bros.; Watkins, Thomas C., Ltd.; Wentworth Manufacturing Co., Ltd.; Wentworth Mineral Water Co., Ltd.; Wing, J. E., & Son; Wood, Alexander & James; Woods, Walter & Co.; Wright, E. T. Co., Ltd.; Yates, P. B. Machine Co., Ltd.; Young-Winfield, Limited; Zimmerman Reliance, Limited.

Herald. Daily. Publisher, W. F. Herman. Est. 1889. Evening. Independent. Subscription, $7.20 a year. 20 to 40 pages, 8 cols., 21½ inches. Circulation . . . 20M.
1,000 l.—$60.00. 5,000 l.—$300.00. 10,000 l.—$600.00.

Spectator. Daily. Publishers, Spectator Printing Co., Ltd. Est. 1846. Evening. Conservative. Subscription, $7.80 a year, by mail $5.00. 12 to 44 pages, 8 cols., 22½ inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . 33,076**
1,000 l.—$100.00. 5,000 l.—$400.00. 100,00 l.—$800.00.

The Spectator is a publication of known (not claimed) circulation—many thousands more daily in the city than any other local paper, and many thousands more daily in the suburbs and towns and villages close by than any other local paper. It leads in all classes of advertising—local, foreign and classified. It is pre-eminently a home paper. Its worth and result-giving power have been thoroughly tested and acknowledged by its most prominent advertisers. (Publisher's Statement.)

Mountain News. Weekly. Publishers, Hamilton Typesetters, Ltd. Est. 1920. Thursday. Independent. Subscription, $1.00 a year. 4 pages, 6 cols., 20 by 2¼ inches. Circulation . . . . . 1½M.
100"—$35.00.

Building Better Business. Monthly. Publishers, Dyment Publishing Co. Est. 1922. 1st of month. Subscription, $2.00 a year. 48 pages, 2 cols., 6½ inches.
Circulation . . . . . No report

Canadian Labor World. Monthly. Publishers, Can. Labor World Pub. Co. Est. 1919. Last Thursday of month. Labor. Subscription, $1.50 a year. 6 pages, 7 cols., 19¾ inches.

HAMILTON—(Continued)

Canadian Poultry Journal. Monthly. See Toronto.

Hotel Restaurant and Traveller. Monthly. Publishers, Reformer Printing Co., Oshawa, Ont. Est. 1922. 15th of month. Hotels and restaurants. Subscription, $2.00 a year. 20 pages, 3 cols., 10 inches. Circulation . . . 1½M. Circulation . . . . . No report
One page, one time—$50.00.

Intercolonial Gas Journal of Canada. Monthly. Publishers, Gas Journal Publishing Co., Ltd. Est. 1908. 1st of month. Devoted to the gas industry. Subscription, $2.00 a year. 40 pages, 2 cols., 9¾ inches by 3¼ inches.

Labor News. Monthly. Publishers, Labor News Publishing Co., Ltd. Est. 1912. Last day of month. Labor. Subscription, $1.00 a year. 4 pages, 7 cols., 21¾ inches. Circulation . . . . . 7¾M.

Royal Templar. Monthly. Publishers, Royal Templars of Temperance. Est. 1886. 10th of month. Temperance. Subscription, 50 cents a year. 8 pages, 4 cols., 14 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 5,000**

HANOVER, pop. 2,781. County—Grey. 110 miles northwest of Toronto, on the Saugeen River. Railroads—C.P., C.N. Banks—Mtl., Roy. Nearby Towns—Walkerton 6 miles, Durham 11 miles. Country adapted for general farming and lumbering. Industries—shirt, cabinet and several furniture factories, flour, saw, woolen and grist mills, machine shop, brick and cement works, seed house, foundry and tannery.

Post. Weekly. Publisher, G. H. Mitchell. Est. 1875. Thursday. Independent. Subscription, $2.00 a year. 10 to 16 pages, 6 cols., 19¾ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 2,100**
100"—$20.00. 400"—$72.00. 1,000"—$180.00.

HARRISTON, pop. 1,263. County—Wellington. 78 miles west of Toronto, on the Maitland River. Railroads—C.P., C. N. Banks—Stan., Roy. Colleges, etc.—High School, Model School. Nearby Towns—Mt. Forest 9 miles, Fordwich 8 miles. Country adapted for mixed farming and stock raising. Natural Resources—lumber, gravel, cement and brick yards. Industries—pork packing house, cold storage plant, saw, flour, planing and grist mills, stock yards, carriage, stove, furniture, farm implement, brick, wagon, shoe and casket factories.

Review. Weekly. Publishers, Dewar & Gardiner. Est. 1895. Thursday. Liberal-Conservative. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . No report

HASTINGS, pop. 730. County—Northumberland. 82 miles northeast of Toronto, on the Trent River. Railroad—C.N. Banks—Tor., Union. Nearby Towns—Warkworth 9 miles, Norwood 7 miles. Country adapted for mixed farming, dairying and stock raising. Natural Resources—water power. Industries—tannery, foundry, planing and flour mills, sash, door and boatbuilding factories, power plant, pump works and implement warehouses.

Star. Weekly. Publisher, Chas. P. Doughty. Est. 1878. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 18 inches. Circulation . . . . ½ M.
100"—$14.00. 400"—$56.00. 1,000"—$140.00.

HAVELOCK, pop. 1,268. County—Peterborough. 92 miles northeast of Toronto. Railroad—C.P., divisional point. Bank—Tor. Colleges, etc.—Continuation School. Nearby Towns—Norwood 6 miles, Westwood 13 miles. Country adapted for mixed farming and sheep grazing. Natural Resources—iron, gold, lumber and fish. Industries—planing, saw, grist and flour mills, sash and door, cheese, woodworking factories, machine repair shop, lumber yards, power plant, and creamery.

HAVELOCK—(Continued)

Standard. Weekly. Publisher, T. P. Lancaster. Est. 1895. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 17½ inches. Average circulation for year ending Dec. 31st, 1923 987
100"—$15.00.

HAWKESBURY, pop. 5,544. County—Prescott. 269 miles northeast of Toronto, on the Ottawa River. Railroads—C. P., C. N. Banks—N. S., Hoch., Imp. Colleges, etc.—High School. Nearby Town—L'Orignal 5 miles. Country adapted for general farming. Natural Resources—good water power and lumber. Industries—Hawkesbury Dairy Co.; Hawkesbury Electric Light & Power Co., Ltd.; Hawkesbury Lumber Co., Ltd.; Manson's, Ltd., pulp mill; Phoenix Woollen Mills; O. Menard, grist mill; Riordon Paper & Pulp Co., Ltd.

Echo. Weekly. Publisher, J. H. Laurin. Est. 1906. Friday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . . 1½ M.
100"—$15.00. 400"—$56.00. 1,000"—$120.00.

Moniteur. (French.) Weekly. Publisher, J. H. Laurin. Est. 1907. Friday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . 2M.
100"—$15.00. 400"—$56.00.

HEPWORTH, pop. 317. County—Bruce. 110 miles northwest of Toronto. Railroad—C.N. Bank—Union. Nearby Towns—Owen Sound 12 miles, Shallow 2 miles, Wiarton 7½ miles. Country adapted for mixed farming, lumbering, potato growing and stock raising. Natural Resources—natural gas. Industries—brick, tile, cement and sand works, furniture and wagon factories, implement warehouse and flour mill.

Progress. Weekly. Publishers, W. R. Kinch & Co. Est. 1910. Wednesday. Non-political. Subscription $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . ¾ M.
100"—$20.00. 400"—$50.00. 1,000"—$80.00.

HESPELER, pop. 2,777. County—Waterloo. 50 miles west of Toronto, on the Speed River. Railroads—C.N., G. P. & E. Elec., connecting with C.P. at Galt. Banks—Dom., Mtl. Nearby Towns—Galt 6 miles, Guelph 9 miles. Country adapted for farming, stock raising and dairying. Natural Resources—stone and lime. Industries—saw, woolen, chopping and planing mills, door, tool, power washing machines, hand trucks, lightning rod, furniture and enamelled ware factories, stone quarries, lime works, stove and machinery foundries.

Herald. Weekly. Publisher, G. E. Hudson. Est. 1895. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 19¾ inches. Circulation . . . . 1 M.

HIGHGATE, pop. 394. County—Kent. 145 miles northwest of Toronto. Railroads—M.C., P.M. Bank—Mol. Nearby Towns—Ridgetown 6 miles, Taylor 7 miles, Muirkirk 2 miles. Country adapted for general farming and bean, fruit and tobacco growing. Natural Resources—natural gas and lumber. Industries—canning house, flour mill, stock yards, brick and tile works and repair shop.

Monitor. Weekly. Publisher, J. M. Carswell. Est. 1895. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols., 17½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 428**
100"—$17.00. 400"—$60.00. 1,000"—$120.00.

HUNTSVILLE, pop. 2,246. District—Muskoka. 145 miles north of Toronto, in Lake of Bays District. Tourist and health resort. Railroad—C. N. Local steamboat service. Banks—Dom., Roy. Colleges, etc.—High School. Nearby

HUNTSVILLE—(Continued)

Towns—Hillside 7 miles, Ashworth 8 miles. Country adapted for general farming and stock raising. Natural Resources—lumber and water power. Industries—machine shop, lumber and brick yards, saw, planing, pulp and woolen mills, tannery, woodworking, flooring, door and macaroni factories.

Forester. Weekly. Publisher, H. E. Rice. Est. 1876. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 1,500
100"—$13.00. 400"—$48.00. 1,000"—$120.00.

Huntsville is a thriving and prosperous town in the Muskoka District. Its population of 2,246 can only be covered by The Forester. There is no other publication in the neighbourhood. Besides general farming and stock-raising, large tanning and woodworking industries are located there, and extensive lumbering operations are carried on in the country surrounding Huntsville. Huntsville is also the home of the famous Anglo-Canadian Concert Band, composed of 75 musicians, and rated as one of the best bands in America. To reach these people, advertise to them in their home paper—the Forester. (Publisher's Statement.)

INGERSOLL, pop. 5,150. County—Oxford. 85 miles west of Toronto, on the Thames River. Railroads—C.P., C.N., W.T.V. & I. Elec. Banks—Mtl., Imp., Roy., Com. Colleges, etc.—Collegiate Institute and three schools. Nearby Towns—Thamesford 7 miles, Woodstock 10 miles. Country adapted for mixed farming, especially dairying. Industries—woolen, knitting, grist, flour, planing and saw mills, packing house, cheese, condensed milk, piano, furniture, broom, brush and canning factories, granite, wagon, bolt, machinery, twist drill, marble and lime works.

Ingersoll Tribune. Weekly. Publisher, Wm. R. Veale. Est. 1873. Thursday. Conservative. Subscription, $1.50 a year. 8 to 12 pages, 7 cols., 21¾ inches. Circulation 2¼M.
100"—$21.00. 400"—$84.00. 1,000"—$210.00.

Ingersoll, population over 5,000, is situated in one of the greatest dairying and mixed farming districts in Ontario—Oxford County. There are a number of cheese factories and creameries in the territory adjacent to Ingersoll. There are many factories in the town. The residents of the town and district are prosperous. The Tribune is the only newspaper published in Ingersoll and no mistake can be made in using its advertising columns. (Publisher's Statement.)

IROQUOIS, pop. 916. County—Dundas. 216 miles northeast of Toronto, on the St. Lawrence River. Daily boat service east and west. Railroad—C.N. Banks—Com., Mol. Colleges, etc.—High School. Nearby Towns—Prescott 14 miles, Hainsville 7 miles. Country adapted for dairying and farming. Natural Resources—large water power. Industries—flour, grist, stave ,planing and saw mills, machine shop, boat, door, sash, cheese, box and linen factories, creamery, foundry and marble works.

Post. Weekly. Publisher, J. A. Keeler. Est. 1922. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report

St. Lawrence News. Weekly. Publisher, R. S. Pelton. Est. 1889. Friday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches. Circulation . No report

JARVIS, pop. 485. County—Haldimand. 64 miles southwest of Toronto. Railroads—C. N., W. H. & P. D. Bank — Union. Colleges, etc. — Continuation School. Nearby Towns—Simcoe 12 miles, Waterford 12 miles. Country adapted for general farming and stock raising. Industries—carriage works, flour mill, 2 seed houses, creamery.

Record. Weekly. Publisher, Record Printing Co., Ltd. Est. 1878. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . ¾ M.
100"—$20.00. 400"—$60.00. 1,000"—$150.00.

KEEWATIN, pop. 1,327. District—Kenora. 850 miles northwest of Toronto, at the north end of the Lake of the Woods. A famous summer resort. Railroad—C.P. Bank—

KEEWATIN—(Continued)
Royal. Nearby Towns—Kenora 3 miles, Ostersund 12 miles. Country adapted for mixed farming. Natural Resources—lumber and gold. Industries—lumber yards, railway tie, planing, saw and flour mills, grain elevators and boat-building factories.

Enterprise. Weekly. Publisher, L. C. Primrose. Est. 1899. Friday. Independent-Conservative. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches.
Circulation . . . . . No report

KEMPTVILLE, pop. 1,204. County—Grenville. 205 miles northeast of Toronto, on the Rideau Canal. Railroads—C.P. and St. Lawrence & Ottawa Railways and Rideau Canal Electric. Banks—N.S., Union. Nearby Towns—Mountain 7 miles, Acton 6 miles. Country adapted for mixed farming and dairying. Industries—planing and grist mills, nurseries, power plant, machine shop, pump works and cheese factory.

Advance. Weekly. Publishers, Advance Publishing Co. Est. 1855. Thursday. Independent. Subscription, $2.00 a year. 8 to 16 pages, 7 cols., 20 inches.
Circulation . . . . . No report

KENORA, pop. 5,407. District — Kenora. 847 miles northwest of Toronto, on Lake of the Woods. Steamboat connections with Rainy River. Railroad—C.P. Banks—Dom., Imp., N.S., Roy. Colleges, etc.—High School. Nearby Towns—Keewatin 3 miles, Haystack 5 miles. Country adapted for grain growing, mixed farming, fishing and hunting. Natural Resources—gold, lumber, fish and water power. Industries—Backus-Brooks Co., lumber; Cameron & Heap, produce; Fife, A. & T. Co., hardware; Gallagher-Holman, Ltd., abattoir; Keewatin Lumber Co., Ltd.; Lindstrom & Nilsson, planing mill; Maple Leaf Milling Co., Ltd.; J. W. Stone Boat Mfg. Co., Ltd.

Miner and News. Semi-weekly. Publishers, Miner Publishing Co., Ltd. Est. 1895. Wednesday and Saturday. Independent-Conservative. Subscription, $1.50 a year. 4 to 8 pages, 7 cols., 19½ inches. Circulation . No report

Examiner. Weekly. Publisher, James Wydeman. Est. 1910. Thursday. Independent-Liberal. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation. No report

KINCARDINE, pop. 2,077. County—Bruce. 151 miles northwest of Toronto, on Lake Huron. Popular summer resort. Railroad—C.N. Banks—Mtl., Roy. Colleges, etc.—High School. Nearby Towns—Millarton 4 miles, Ripley 8 miles. Country adapted for mixed farming and stock raising. Natural Resources—fish. Industries—packing house, sash and door, chair, several furniture and brick factories, grist, flour, knitting, saw and planing mills, marble, cement and salt works, implement warehouse and foundry.

Reporter. Weekly. Publisher, J. J. Hunter. Est. 1866. Thursday. Liberal. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . 1½M.
100"—$18.00. 400"—$72.00. 1,000"—$180.00.

Review. Weekly. Publisher, Hugh Clark. Est. 1863. Thursday. Independent-Conservative. Subscription, $2.00 a year, 8 pages, 7 cols., 21 inches.
100"—$18.00. 400"—$72.00. 1,000"—$180.00.

KINGSTON, pop. 21,753. County—Frontenac. 147 miles east of Toronto. Excellent harbor, at the head of St. Lawrence Canal and the Rideau Canal System. Railroads—C. P., C. N. Banks. — Mtl., Tor., Com., N. S., Stan., Roy. Colleges, etc.—Queen's University, and affiliated institutions, Royal Military College, Kingston Business College, Regiopolis College, Kingston Dairy School and Collegiate Institute. Nearby Towns—Odessa 12 miles, Dufferin 7 miles. Country adapted for farming and dairying. Natural Re-

KITCHENER

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KINGSTON—(Continued)

sources—iron, zinc, limestone, lead, feldspar, mica and fish. Industries — Anglin, S. & Company; Bailey Broom Co.; Booth & Co.; Canadian Locomotive Co., Ltd.; Carson, Robt. J.; Chown, Edwin & Son; Crothers, W. J. Co., Ltd.; Dalton, W. B. & Sons, Ltd.; Davis, A. & Son, Ltd.; Davis Drydock Company; Frontenac Floor & Wall Tile Co., Ltd.; Kingston Milling Co., Ltd.; Kingston Navigation Co., Ltd.; Laidlaw, John & Son, Ltd.; Livingston, C. & Bro.; McGowan, George A., Cigar Mfg. Co., Ltd.; Partridge & Sons; Richardson, Jas. & Sons, Ltd.; Weber Piano Co., Ltd.

British Whig. Daily. Publishers, British Whig Publishing Co., Ltd. Est. 1849. Evening. Independent-Liberal. Subscription, $7.50 a year. 14 to 20 pages, 7 cols., 21 inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A. B. C. Form 6,864**
1,000 l.—$50.00. 5,000 l.—$150.00. 10,000 l.—$300.00.

British Whig. Semi-weekly. Publishers, British Whig Publishing Co., Ltd. Est. 1834. Monday and Thursday. Liberal. Subscription, $1.50 a year. 16 pages, 7 cols., 21 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form 2,513**
1,000 l.—$20.00. 5,000 l.—$75.00. 10,000 l.—$150.00.

Standard. Daily. Publishers, Standard Publishing Co., Ltd. Est. 1810. Evening. Independent-Conservative. Subscription, $7.50 a year. 12 to 28 pages, 8 cols., 21½ inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . 6,698**
1,000 l.—$50.00. 5,000 l.—$150.00. 10,000 l.—$300.00.

Standard. Semi-weekly. Publishers, Standard Publishing Co., Ltd. Est. 1908. Monday and Thursday. Independent-Conservative. Subscription, $1.00 a year. 8 to 12 pages, 8 cols., 21½ inches. Circulation . . . . . 2M.
1,000 l.—$20.00. 5,000 l.—$75.00. 10,000 l.—$150.00.

KINGSTON—(Continued)

Queen's University Journal. Semi-weekly. Publishers, Alma Mater Society of Queen's. Est. 1873. Tuesday and Friday during College year. Collegiate. Subscription, $1.75 a year. 8 pages, 4 cols., 20 inches. Circulation . 1½ M.
30c. per inch per issue.

Canadian Freeman. Weekly. Publishers, Canadian Freeman Printing & Publishing Co., Ltd. Est. 1884. Thursday. Religious. Subscription, $1.50 a year. 8 pages, 6 cols., 19¼ inches. Circulation . . . . . 4M.
100"—$15.00.

Canada Lutheran. Monthly. Publisher, Rev. W. A. Schmidt, Port Colborne, Ont., Adv. Mgr. Est. 1912. 1st of month. Evangelical Lutheran Church. Subscription, 75c a year. 20 pages, 2 cols., 11 by 4 inches. Circulation . 1¼M.

Canadian (French and English). Monthly. Publishers, Catholic Mutual Benefit Association of Canada. Est. 1894. 15th of month. Fraternal Insurance. Subscription, 50 cents a year. 8 pages, 4 cols., 11½ inches by 2¼ inches.

Queen's Quarterly. Quarterly. Publishers, Queen's University. Est. 1893. Collegiate. July, October, January and April. Subscription, $1.50 a year. 120 pages and more, 1 col., 6¾ inches. Circulation . . . . . 1 M.
One page, one time—$15.00.

Royal Military College of Canada Review. Half-yearly. Publishers, Students of R. M. C. Est. 1920. May and November. Collegiate. Page, 5 inches by 8 inches. Circulation . . . . . 1M.
One page, twice—$40.00.

KINGSVILLE, pop. 1,783. County—Essex. 198 miles southwest of Toronto, on Lake Erie. Ideal summer resort. Railroads—P.M., W.E. & L.S. Elec. Banks—Mtl., Mol., Union. Nearby Towns—Leamington 8 miles, Essex 12 miles. Country adapted for fruit raising, berry, corn and tobacco growing. Natural Resources—natural gas and fish. Industries—canning, metal weather strip, brick and tile and tobacco factories, belting, planing, saw and grist mills, lumber yards, and implement warehouses.

Reporter. Weekly. Publisher, W. H. Hellems. Est. 1876. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . ½ M.
100"—$14.00. 400"—$48.00. 1,000"—$140.00.

KITCHENER, pop. 21,763. County—Waterloo. 58 miles west of Toronto. Railroads—C.N., C.P., B. & W. Elec., B. & B. Elec., P. & B. Elec. Banks—Com., Dom., Mtl., N.S., Roy., Tor., Union, Mol. Colleges, etc.—Kitchener Collegiate and Tech. Institute, St. Jerome's College, Business College. Nearby Towns—Waterloo 1 mile, Preston 9 miles, Galt 12 miles. Country adapted for mixed farming. Industries—Agnew, John, Ltd.; Ahrens, Chas. A., Ltd.; Alpha Chemical Co., Ltd.; Art Furniture Co., Ltd.; Baetz Bros. Furniture Co., Ltd.; Baetz Bros. Specialty Co., Ltd.; Beaver Furniture Co., Ltd.; Berlin & Racycle Mfg. Co., Ltd.; Boehmer, A. C. Co., Ltd.; Braun, Casper; Breithaupt Leather Co., Ltd.; Canada Trunk & Bag, Ltd.; Canadian Blower & Forge Co., Ltd.; Canadian Consolidated Felt Co., Ltd.; De Luxe Upholstering Co.; Doerr, C. H. Co., Ltd.; Dominion Button Mfrs., Ltd.; Dominion Glue Company; Dominion Shirt Co.; Doon Twines, Ltd.; Dumart Packing Co., Ltd.; Forsyth, John Co., Ltd.; Forsyth Kimmel Co.; Forsyth Productions, Ltd.; Forwell Foundry, Ltd.; General Phonograph Corporation; Gies, Phillip, Foundry; Greb Shoe Co., Ltd.; Hachborn, Geo. H. & Company; Hall, H. J. & Son; Hydro City Shoe Manufacturers; Interior Hardwood Co.; Interwoven Stocking Co. of Canada, Ltd.; Jackson, Cochrane & Co.; Jaques Furniture Co., Ltd.; Kaufman, Jacob, Ltd.; Kaufman Rubber Co., Ltd.; Kitchener Buttons, Ltd.; Kitchener Suspender Co., Ltd.; Kreiner, J. & Co.; Krug, H., Furniture Co., Ltd.; Lady Belle Shoe Co., Ltd.; Lang Shirt Co., Ltd.;

KITCHENER—(Continued)

Lang Tanning Co., Ltd.; Lippert Furniture Co., Ltd.; Lippert, Geo. J. Table Co., Ltd.; McBrine, L. Co., Ltd.; Mitchell Button Co., Ltd.; Metcalfe Candy Co., Ltd.; Ontario Glove Mfg. Co., Ltd.; Ontario Woodworking Co., Ltd.; Onward Mfg. Co.; Ott Brick & Tile Co., Ltd.; Ritchie Button Co.; Robe Clothing Co., Ltd.; Rumpel Felt Co., Ltd.; Salts & Chemicals, Ltd.; Schiedel, Andrew T.; Schneider, J. M. & Sons, Ltd.; Tolton, Harry, Ltd.; Walker Bin & Store Fixture Co., Ltd.; Walker, J. & Son; Western Shoe Co., Ltd.; Wiegand, J. E. & Co., Ltd.; Weber, E. R., Ltd.; Woefle, W. E., Shoe Co., Ltd.; Wolfhard, H. & Co.; Wunder Furniture Mfg. Co., Ltd.

Daily Record. Daily. Publishers, News Record, Ltd. Est. 1878. Evening. Independent. Subscription, by mail $4.00, by carrier, $7.00 a year. 10 to 20 pages, 7 cols., 21¼ inches. **Total net paid circulation for 6 months ending March 31st, 1924 ,as per Publisher's Statement on A.B.C. Form 7,967**

1,000 1.—$40.00. 5,000 1.—$150.00. 10,000 1.—$300.00.

The Daily Record goes into practically 100 per cent. of the homes in the twin city of Kitchener and Waterloo. It has attained and maintains this unique position without the use of premiums or contests, and all subscriptions are paid strictly in advance. (Publisher's Statement.)

Ontario Journal. Weekly. Publishers, The News Record, Ltd. Est. 1859. Wednesday. Independent. Subscription, $1.50 a year. 8 to 10 pages, 7 cols., 21¼ inches. Circulation . . . . . 2½M.

1,000 1.—$15.00. 5,000 1.—$75.00. 10,000 1.—$150.00.

Stamp Herald. Monthly. Publishers, Stamp Herald Publ. Co. Est. 1916. 20th of month. Philately. Subscription, 50c a year. 24 to 32 pages, 2 cols., 7⅛ by 2¼ inches. Circulation . . . . . 1M.

One page, one time—$12.00.

LAKEFIELD, pop. 1,189. County—Peterborough. 76 miles east of Toronto, on the Otonabee River. Railroad—C. N. Banks—Roy., Ster. Colleges, etc.—Continuation School. Nearby Towns—Peterborough 10 miles, Warsaw 8 miles. Country adapted for general farming. Natural Resources—lumber, granite and abundant water power. Industries—cement works, boat-building, cheese, butter and carriage factories, saw, planing and flour mills, elevators and lumber yards.

News. Weekly. Publisher, J. W. Ridpath. Est. 1892. Friday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols., 18 inches. Circulation . . . No report

LANARK, pop. 597. County—Lanark. 175 miles northeast of Toronto, on the River Clyde. Situated on Prov. Highway. Banks—N.S., Roy. Nearby Towns—Perth 12 miles, Carleton Place 18 miles. Country adapted for mixed farming and dairying. Natural Resources—marble and granite. Industries—woolen, flour and grist mills, cheese, furniture, harness, sash and door factories, foundry and implement warehouse.

Era. Weekly. Publisher, Wm. H. McFarlane. Est. 1895. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 1,320

100"—$12.00. 400"—$48.00. 1,000"—$120.00.

LEAMINGTON, pop. 3,675. County—Essex. 191 miles southeast of Toronto, on Lake Erie. Railroads—P.M., M.C., W.E. & L. S. Elec. Steamer to Pelee Island. Banks — Mtl., Roy., Union. Colleges, etc. — High School. Nearby Towns—Kingsville 8 miles, Wheatly 6 miles. Country adapted for market gardening, fruit, berry and tobacco growing. Industries—flour, saw and planing mills, machine shop, basket, box, canning, three tobacco, cigar, pickle factories, seed house, lumber yards, cement works and largest early vegetable hothouse in Ontario.

LEAMINGTON—(Continued)

Post and News. Weekly. Publishers, Post Printing Co., Ltd. Est. 1874. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 . . 2,250
100"—$21.00. 400"—$84.00. 1,000"—$210.00.

LINDSAY, pop. 7,620. County—Victoria. 58 miles northeast of Toronto, on the Scugog River. Railroads—C. N., C.P. Banks—Mtl., Com., Dom., Roy., Stan. Colleges, etc.—Collegiate Institute. Nearby Towns—Fenelon Falls 13 miles, Omemee 10 miles. Country adapted for general farming and lumbering. Natural Resources—lumber and abundant power. Industries—Beal Leather Co., Ltd.; Boving Hydraulic & Engineering Co., Ltd.; Canadian Vitex Feed & Milling Co., Ltd.; Dominion Wheel Co., Ltd.; Carew, John Lumber Co., Ltd.; Digby Lumber Co., Ltd.; Flavelles, Limited; Gull River Lumber Co., Ltd; Horn Bros. Woollen Co., Ltd.; Lindsay Woodworkers, Ltd.; McCrae, John; Sinclair, Dugald; Sylvester Mfg. Co., Ltd.

Post. Daily. Publisher's, Wilson & Wilson. Est. 1895. Evening. Independent. Subscription, $5.00 a year. 8 to 12 pages, 8 cols., 20½ inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 2,650**
1,000 l.—$25.00. 5,000 l.—$87.50. 10,000 l.—$175.00.

Watchman-Warder. Weekly. Publisher, Watchman-Warder, Ltd. Est. 1856. Thursday. Conservative. Subscription, $1.50 a year. 8 to 20 pages, 7 cols., 20 inches. Circulation . . . . . 3M.
100"—$35.00. 400"—$112.00. 1,000"—$280.00.

LISTOWEL, pop. 2,477. County—Perth. 79 miles northwest of Toronto, on the Maitland River. Railroads—C.P., C.N. Banks—Com., Mtl., Imp. Colleges, etc.—High School. Nearby Towns—Atwood 6 miles, Wallaceville 7 miles. Country adapted for mixed farming and dairying. Industries—chair, furniture, piano, brick, tile, cement, cigar, drilling machine, two builders', knitting and spinning factories, saw, flour and planing mills, marble works, seed houses and condensery.

Banner and Atwood Bee. Weekly. Publishers, Banner Publishing Co. Est. 1865. Thursday. Subscription, $2.00 a year. 8 to 16 pages, 7 cols., 20 inches. Circulation . 1½M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

Standard. Weekly. Publishers, Standard Printing Co. Est. 1878. Friday. Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . No report

LITTLE CURRENT, pop. 923. District—Manitoulin. 196 miles northwest of Toronto, on Manitoulin Island, in Georgian Bay. Steamer in summer from Collingwood and Owen Sound. Railroad—A.E., C.N., C.P., at Espanola. Bank—Mtl. Colleges, etc.—Continuation School. Nearby Towns—Massey 16 miles, Webbwood 15 miles. Country adapted for mixed farming and mining. Natural Resources—limestone, petroleum, lumber, fish and water power. Industries—planing, shingle and lath mills, sash and door factory, lumber yards, and several coal elevators.

Manitoulin Expositor. Weekly. Publisher, W. Moore. Est. 1879. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols., 17¾ inches. Average circulation for year ending Dec. 31st, 1923 520
100"—$10.00. 400"—$32.00. 1,000"—$80.00.

LONDON, pop. 60,959. County—Middlesex. 104 miles southwest of Toronto, on the River Thames. Wholesale centre of Eastern Ontario. Railroads— C. P., C. N., M. C., P.M., L. & L. Elec. Banks—Com., Dom., Imp., Stan., Mol., Mtl., N.S., Roy., Tor. Colleges, etc.—Collegiate Institute, Western University, Medical College, Technical School. Seat of Anglican and Roman Catholic Bishops. Nearby

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NEW YORK: D. J. Randall, 341 Fifth Avenue.

LONDON—(Continued)
Town—St. Thomas 18 miles. Country adapted for mixed farming, dairying and stock raising. Natural Resources—stone and lumber. Industries—Adams, Edward & Co., Ltd.; Ashplant, Hubert & Sons; Baker, T. H. & Co., Ltd.; Baldwin Garment Co.; Barrett, Robert; Battle Creek Toasted Corn Flake Co., Ltd.; Beatty Bros., Ltd.; Beck Mfg. Co.; Benson-Wilcox Electric Co.; Boomer, H. E.; Brick Manufacturing & Supply Co., Ltd.; Cairncross & Lawrence; Campbell Hosiery Co.; Canada Overall & Shirt; Canada Pharmacal Co.; Chapman, Chas. Co.; Coates, Burns & Wanless;Coles, W. G. & Co.; Columbia Handle & Lumber Co., Ltd.; Cooper, A. E.; Collene Corset Co., Ltd.; Cowan, Jas. & Co.; Darch, J. & Sons; Dennis Wire & Iron Works Co., Ltd.; Dexter, Thomas & Son; Doherty Pianos, Ltd.; Dominion Gas Meter Ltd.; Dominion Soap Co., Ltd.; Dowler, R. H. & J., Ltd.; Dyment-Baker Lumber Co.; Elliott, Marr & Co., Ltd.; Empire Brass Mfg. Co., Ltd.; Escott, T. B. & Co., Ltd.; Fergusons Sons, John; Forest City Laundry; Fraser Cap Co.; Garvey, John & Sons; Gorman, Eckert & Co., Ltd.; Greene Swift, Limited; Gurd, John R.; Greer, A. B.; Hall Acme, Canada, Ltd.; Hay Stationery Co., Ltd.; Helena Costume Co., Ltd.; Hobbs, John; Hobbs Manufacturing Co., Ltd.; Holeproof Hosiery Co. of Canada, Ltd.; Hourd & Co., Ltd.; Hunt Brothers, Ltd.; Hunt, J. F. & Sons; Howden, D. H. & Co., Ltd.; Hyman, C. S. Co., Ltd.; The; I.X.L. Spice & Coffee Mills, Ltd.; Jenkins, W. A. Mfg. Co., Ltd.; Johnson & Barber; Jones, H. J., Sons, Ltd.; Johnston Bros.; Keene Bros.; Kingsmills, Ltd.; Labatt John, Ltd.; Langford, A. A. Co., Ltd.; Lawrason, S. F. & Co.; Lawson & Jones, Ltd.; Leonard, E. & Sons; London Bolt & Hinge Works; London Box & Mfg. Co., Ltd.; London Brush Co., Ltd.; London Concrete Machinery Co., Ltd.; London Crockery Co.; London Gas Power Co.; London Hosiery Mills, Ltd.; London Engine Supplies Co., Ltd.; London Printing & Lithographing Co., Ltd.; London Rolling Mills Co., Ltd.; London Shoe Co., Ltd.; London Soap Co.; London & Petrolia Barrel Co., Ltd.; Mara, Wilfrid; Marley, C. E., Ltd.; McClary Mfg. Co., Ltd.; McCormick Mfg. Co., Ltd.; McLeod, Nolan & Co.; McNee, John & Sons; Moore, F. J.; Morgan, A. J.; Murray Shoe Co., Ltd.; Nobbs, A. E.; Nolan, Joseph F.; Ontario Creameries, Ltd.; Ontario Crockery Co.; Ontario Furniture Co., Ltd.; O-Pee-Chee Co., Ltd.; Parnell-Dean Steam Baking Co., Ltd.; Perrin, D. S. & Co., Ltd.; Perrin & Rowntree; Rawleigh, W. T. Co., Ltd.; Raymond Bros.; Reason, H. T. & Co.; Regal Mfg. Co.; Reid Bros. & Co.; Richards-Wilcox Canadian Co., Ltd.; Roberts Engraving Co.; Ross, Ltd.; Scandrett Bros.; Scandrett, L. H. & Son; Sherlock-Manning Piano & Organ Co.; Silverwoods, Ltd.; Somerville Paper Box Co., Ltd.; Smallman & Ingram, Ltd.; Spittal Bros., Ltd.; Spramotor Co.; Sterling Bros., Ltd.; Shuttleworth, J. R. & Sons, Ltd.; Talbot, A. & Co.; Thompson, W. J. & Sons; Thorne Bros.; Underhill, E. E.; Vulcan Co., Ltd.; Waide Bros.; Ward, C. H. & Co.; Warren Bros.; Warren Featherbone Co.; White, George & Sons Co., Ltd.; Winnett, R. & Son; Wright, James & Co.; Yocum Faust Co.

Advertiser. Daily. Publishers, London Advertiser Co., Ltd. Est. 1863. Morning and evening, with Rotogravure section on Saturday. Independent-Liberal. Subscription — delivered, $7.80; by mail, $5.00 a year. 10 to 24 pages, 8 cols., 20 inches. **Total net paid circulation for 12 months ending March 31st, 1924, as per A.B.C. Auditor's Report 20,988**
1,000 l.—$90.00. 5,000 l.—$300.00. 10,000 l.—$600.00.
Rotogravure: 10c per line agate flat.

Free Press. Daily. Publishers, The London Free Press Printing Co., Ltd. Est. 1849. Morning and evening. Independent-Conservative. Subscription—delivered, $7.80; by mail, $5.00 a year. 16 to 48 pages, 8 cols., 21½ inches. **Total net paid circulation for 12 months ending March 31st, 1924, as per A.B.C. Auditor's Report . . . 38,617**
1,000 l.—$100.00. 5,000 l.—$400.00. 10,000 l.—$800.00.

The Free Press covers more than ninety per cent. of the homes of London, besides which its country circulation is far greater than the combined city and country circulation of its competitor. It is far in the lead in London and Western Canada. (Publisher's Statement.)

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LONDON—(Continued)

Catholic Record. Weekly. Publisher, Estate of Thos. Coffey. Est. 1878. Saturday. Roman Catholic. Subscription, $2.00 a year. 8 pages, 7 cols., 19½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . 33,097**
1,000 l.—$100.00. 5,000 l.—$500.00. 10,000 l.—$1,000.00

The reader interest of a publication is very important to an advertiser, so too, the buying power and habits of its readers. On both counts the Catholic Record stands very high. It supplies information and news of interest to all Catholics. Each copy is read and then handed on from one to another in homes where thrift and solid prosperity are usually found. Our rates are also very reasonable, and the advertiser who has a message cannot select a more efficient and economical medium than the Catholic Record. Circulation 33,376. (Publisher's Statement.)

Echo. Weekly. Publishers, A. Talbot & Co. Est. 1879. Thursday. Independent. 8 to 16 pages, 8 cols., 21 inches. Free distribution. Circulation . . . . . 10¼M.
1,000 l.—$45.00. 5,000 l.—$150.00. 10,000 l.—$300.00.

Farmer's Advocate and Home Magazine. Weekly. Publishers, William Weld Co., Ltd. Est. 1866. Thursday. Agriculture. Subscription, $1.00 a year. 40 pages, 3 cols., reading page, and 4 cols. adv. page, 12⅞ by 2⅛ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form . 28,710**
Rate, 50c per line agate flat.
Farmer's Advocate of Winnipeg was amalgamated in May with above, bringing its circulation to about 65,000.

Ontario is the wealthiest province in the Dominion. Farm production annually amounts to $503,753,673.00 Leading farm journal is The Farmer's Advocate and Home Magazine, which is now in its 59th year and goes every week into more than 65,000 of the better class of farm homes. (Publisher's Statement.)

West. U. Gazette. Weekly. Publishers, Student Body of Western University. Est. 1907. Tuesday. Collegiate. Subscription, $2.00 a year. 8 pages, 4 cols., 12 inches.

Ancient Forester. Monthly. Publishers, Ancient Order of Foresters. Est. 1880. 16 pages, 3 cols., 11 inches.

Canadian White Ribbon Tidings. Monthly. Publishers, Canadian National W.C.T.U. Est. 1904. 1st of month. Temperance. Subscription, 50 cents a year. 24 pages, 3 cols., 11 inches. Circulation . . . . . 12¾ M.
100"—$125.00.

Canadian Woodman. Monthly. Publishers, Canadian Order of Woodmen of the World. Est. 1893. Fraternal. Subscription, $1.00 a year. 8 pages, 4 cols., 14 inches. Circulation . . . . . 6½ M.

Ontario Agricultural College Review. See Guelph, Ont.

L'ORIGINAL, pop. 1,298. County—Prescott. 270 miles northeast of Toronto, on south shore of Ottawa River. Railroad—C.N. Bank—Hoch. Nearby Towns—Caledonia Springs 6 miles, Hawkesbury 5 miles. Country adapted for mixed farming and lumbering. Natural Resources—lumber and pulpwood. Industries—saw and grist mills, power plant, lumber yards, two cheese factories and carriage works.

Advocate. Weekly. Publisher, B. R. Poulin. Est. 1888. Wednesday. Liberal. Subscription, $1.50 a year. 4 to 8 pages, 7 cols., 22 inches. Circulation . . . . . ½ M.
100"—$10.00. 400"—$25.00. 1,000"—$50.00.

LUCAN, pop. 683. County—North Middlesex. 108 miles southwest of Toronto. Railroad—C.N. Daily stage from London. Banks—Mtl., Stan. Colleges, etc.—High School. Nearby Towns—London 16 miles, St. Mary's 14 miles. Country adapted for grain and fruit growing. Industries—flax, woolen, grist, flour, saw and planing mills, creamery, carriage works and machine shops.

Sun. Weekly. Publisher, W. Sovereign. Est. 1896. Thursday. Independent. Subscription, 75 cents a year. 8 pages, 5 cols., 18 inches. Circulation . . No report

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Sentinel. Weekly. Publisher, A. D. Mackenzie. Est. 1873. Thursday. Independent. Subscription, $2.00 a year 8 pages, 7 cols., 20 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,015**
100"—$15.00. 400"—$60.00. 1,000—$150.00.

MADOC, pop. 1,058. County—Hastings. 105 miles east of Toronto. Railroad—C. N. Banks—Dom., Com. Nearby Towns—Tweed 12 miles, Marmora 14 miles. Country adapted for mixed farming, dairying and stock raising. Natural Resources—marble, iron and gold. Industries—planing, saw, woolen and talc mills, pump, wagon and gold reduction works, whitewear, sash, door and cheese factories.

North Hastings Review. Weekly. Publisher, A. H. Watson. Est. 1877. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . No report

MARKDALE, pop. 882. County—Grey. 90 miles northwest of Toronto, on the Saugeen River. Railroad—C.P. Banks —Mtl., Tor., McCulloch & Young. Colleges, etc.—High School. Nearby Towns—Berkeley 5 miles, Flesherton 6 miles. Country adapted for general farming, fruit growing and stock raising. Industries—veneer, saw and grist mills, tannery, several implement warehouses, hydro-power plant and carriage works.

Standard. Weekly. Publishers, Colgan & MacIntyre. Est. 1875. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 1,480
100"—$20.00. 400"—$64.00. 1,000"—$160.00

MARKHAM, pop. 1,012. County—York. 16 miles north of Toronto, on the River Rouge. Railroad—C.N. Banks—N.S., Stan. Colleges, etc.—High School. Nearby Towns—Whitby 22 miles, Unionville 2½ miles, Stouffville 8 miles. Country adapted for general farming. Industries—yarn, silo and shoe factories, planing, chopping, flour and cereal mills, foundry and repair shop.

Economist and Sun. Weekly. Publishers, Corson & Son. Est. 1856. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 19½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . 1,200**
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

MARMORA, pop. 948. County—Hastings. 102 miles northeast of Toronto, on the Crowe River. Railroad—C.N. Bank—Dom. Nearby Towns—Havelock 11 miles, Anson, 12 miles. Country adapted for mixed farming and dairying. Natural Resources—gold, iron and lumber. Industries—saw and flour mills, stave, hoop and woolen factories, carriage works and foundry.

Herald. Weekly. Publisher, Howard W. Sabine. Est. 1895. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report

MAXVILLE, pop. 725. County—Glengarry. 40 miles southeast of Ottawa. Railroad—C.N. Banks—N. S., Hoch. Nearby Towns—Dominionville 5 miles. Country adapted for mixed farming. Industries—cheese factory, sash and door, grinding and saw mills, marble works and lumber yards.

Canadian Beaver Magazine. Monthly. Publisher, G. W. Allen. Est. 1920. Religious—Undenominational. Subscription, 50 cents a year. 16 pages, 2 cols., 10 inches by 3¼ inches. Circulation . . . . . No report
100"—$50.00.

MEAFORD, pop. 2,650. County—Grey. 90 miles northwest of Toronto, on the Georgian Bay. Excellent harbor with steamboat connections. Railroad—C.N. Banks—Mtl., Mol., Tor. Nearby Towns—Owen Sound 18 miles, Collingwood 20 miles. Country adapted for mixed farming, dairying, apple growing and stock raising. Natural Resources—fish and lumber. Industries—Barber & Sons, Charles; Hill, F. T. & Co., Ltd.; Knight Mfg. & Lumber Co., Ltd.; Meaford Mfg. Co., Ltd.; Meaford Steel Products; Randle Bros.; Seaman Kent Co., Ltd.; W. N. Young, creamery.

Express. Weekly. Publisher, Frank E. Secord. Est. 1906. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . No report

Mirror. Weekly. Publishers, The Thurston Press. Est. 1882. Thursday. Conservative. Subscription, $1.50 a year, 8 pages, 7 cols., 22 inches. Circulation . . 1¼M.
100"—$17.00. 400"—$68.00. 1,000"—$170.00.

Under The Tryer. Monthly. Publishers, The Thurston Press. Est. 1922. Creamery trade. Subscription, $1.00 a year. 8 to 16 pages, 3 cols., 10½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . 750**

Shantyman. Monthly. Publishers, The Thurston Press. Est. 1923. Religious. 8 pages, 2 cols. No advertising printed.

MERLIN, pop. 500. County—Kent. 172 miles southwest of Toronto, 3 miles from Lake Erie. Railroad—P.M. Bank—Mol. Nearby Towns—Chatham 16 miles, Tilbury 11 miles. Country adapted for general farming, tobacco and fruit raising. Natural Resources—natural gas and oil. Industries—lumber yards, saw and grist mills, brick and tile plant, canning factory, creamery and implement warehouses.

MERLIN—(Continued)

Standard. Weekly. Publisher, W. W. Marshall. Est. 1908. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 575
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

MIDLAND, pop. 7,016. County—Simcoe. 79 miles north of Toronto, on the Georgian Bay. Excellent harbor. Railroad—C.N. Banks—Com., Mtl., Roy., Stan. Colleges, etc.—High School. Nearby Towns—Coldwater 18 miles, Lawson 15 miles. Country adapted for farming and fruit growing. Natural Resources—lumber and fish. Industries—Brown, E. & Son; Copeland Flour Mills; Georgian Bay Shipbuilding & Wrecking Co.; Hettler, Herman H., Lumber Co.; Inter-Fibreboard, Ltd.; Midland Engine Works Co.; Midland Shipbuilding Co.; Midland Whitewear & Waist Co.; Midland Wood Products, Ltd.; O'Hare & Sons.

Argus. Weekly. Publisher, W. G. Cave. Est. 1889. Thursday. Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches.
100"—$20.00. 400"—$60.00. 1,000"—$150.00.

Free Press. Weekly. Publishers, Midland Free Press, Ltd. Est. 1882. Thursday. Independent. Subscription, $2.00 a year. 8 to 16 pages, 7 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 . . . 2,276
100"—20.00. 400"—$80.00. 1,000"—$200.00.

MILDMAY, pop. 708. County—Bruce. 93 miles northwest of Toronto, on Saugeen River. Railroad—C.N. Bank—Mtl. Nearby Towns—Walkerton 7 miles, Clifford 9 miles. Country adapted for general farming and dairying. Industries—flour, planing, saw and grist mills, furniture factory, foundry.

Gazette. Weekly. Publisher, J. A. Johnston. Est. 1892. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . 1 M.
100"—$14.00. 400"—$48.00. 1,000"—$100.00.

MILLBROOK, pop. 717. County—Durham. 57 miles northeast of Toronto. Railroad—C. N. Bank — Tor. Nearby Towns—Peterboro 14 miles, Port Hope 17 miles. Country adapted for mixed farming and dairying. Natural Resources—mineral springs. Industries—machine shop, planing and chopping mills, creamery, lumber yards and pump works.

Mirror-Reporter. Weekly. Publishers, Richards & Richards. Est. 1864. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 18 inches. Circulation . . . . . 1M.

MILTON, pop. 1,873. County—Halton. 28 miles southwest of Toronto. Railroads —C. P., C. N. Banks—Com., Tor., N.S. Nearby Towns—Georgetown 10 miles, Burlington 18 miles, Acton 12 miles. Country adapted for general farming. Industries—whitewear, butter, iron, screw, shoe and textile factories, terra-cotta, lime and four brick works, foundry, creamery, machine shop and saw, flour, grist and planing mills.

Canadian Champion. Weekly. Publisher, Wm. Panton. Est. 1860. Thursday. Independent. Subscription, $2.00 a year. 4 pages, 8 cols., 23 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . 950**
100"—$17.00. 400"—$68.00. 1,000"—$170.00.

Reformer. Weekly. Publisher, Richard White. Est. 1885. Thursday. Liberal. Subscription, $2.00 a year. 4 pages, 8 cols., 24 inches. Circulation . . . . ¾ M.
100"—$10.00. 400"—$32.00. 1,000"—$80.00.

MILVERTON, pop. 951. County—Perth. 79 miles west of Toronto. Railroads, C. N., C. P. Bank—N. S. Nearby Towns—Stratford 15 miles, Listowel 12 miles. Country adapted for farming, dairying and stock raising. Industries

MILVERTON—(Continued)

—shoe, kitchen cabinet, furniture and box factories, planing, saw and flour mills, two machine shops, creamery, lumber yards, several implement warehouses and foundry.

Sun. Weekly. Publisher, Malcolm MacBeth. Est. 1891. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 2,211
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

MIMICO, pop. 3,751. County—York. 5 miles west of Toronto, on Lake Ontario. Railroads—C. N., T. & Y. Rad. Banks—Mtl., Union. Summer resort. Industries—abrasive wheel, rubber tire, and wall paper factories, lumber yards, planing mill and sewer pipe works.

Advertiser. Weekly. Publishers, The Charters Publishing Co., Ltd. Est. 1918. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. Circulation . . . . . 1½M.
100"—$26.00. 400"—$72.00. 1,000"—$180.00.

MINDEN, pop. 300. County—Victoria. 92 miles northeast of Toronto, on the Gull River. Summer Resort. Stage to Gelert Station, on C. N. Bank—Ster. Nearby Towns — Gelert 7 miles, Kenmount 12 miles. Country adapted for mixed farming, stock raising and hunting. Natural Resources—minerals, lumber and fish. Industries—flour and planing mills, boatbuilding shop and implement warehouse.

Echo. Weekly. Publisher, W. Macarthur. Est. 1882. Friday. Independent-Conservative. Subscription, $1.25 a year. 8 pages, 5 cols., 18 inches. Average circulation for year ending Dec. 31st, 1923 1,090
100"—$12.00. 400"—$40.00. 1,000"—$90.00.

MITCHELL, pop. 1,800. County—Perth. 93 miles west of Toronto on the Thames River. Railroad—C.N. Banks—Mtl., Com. Colleges, etc.—High School. Nearby Towns—Stratford 12 miles, Seaforth 12 miles. Country adapted for general farming and grazing. Industries—woolen, knitting, planing, flax and flour mills, foundry, creamery, marble, carriage, engine and bridge works, brick yards, machine shop and packing house.

Advocate-Recorder. Weekly. Publisher, H. D. Davis. Est. 1860. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 2,250
100"—$22.00. 400"—$72.00. 1,000—$180.00.

MONKTON, pop. 300. County—Perth. 86 miles west of Toronto. Railroad—C.P. Bank—Ster. Nearby Towns—Atwood 7 miles, Mitchell 12 miles. Country adapted for mixed farming, dairying and stock raising. Industries—planing, saw and chopping mills, brick and tile factory, repair shop and lumber yards.

Times. Weekly. Publisher, Malcolm MacBeth. Est. 1907. Friday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 510
100"—$10.00. 400"—$40.00. 1,000"—$100.00.

MORRISBURG, pop. 1,444. County—Dundas. 224 miles northeast of Toronto, on the St. Lawrence River. Summer resort. Railroad—C. N. Connection with Can. Steamship Lines at Prescott. Ferry to Waddington, N.Y. Banks—N.S., Mol. Colleges, etc.—Collegiate Institute. Nearby Towns—Woodlands 13 miles, Iroquois 8 miles. Country adapted for general farming and fruit growing. Industries—agricultural implement, steel package, box, toilet brush, sash, door, stove, tack and cheese factories, foundry, machine shop, planing, grist and flour mills.

Leader. Weekly. Publishers, Leader Publishing Co., Ltd. Est. 1899. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¼ inches. Circulation. No report

MOUNT DENNIS, pop. 4,200. County—York. Suburb of Toronto. Railroads—C. P., C. N. Bank—N.S. Industries—Betty's, Ltd., jams; Canadian Kodak Co., Ltd.; Toronto Asphalt Roofing Mfg. Co., Ltd.

Express. Weekly. Publishers, The Charters Publishing Co., Ltd. Est. 1918. Friday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. Circulation, ½ M.
100"—$14.00. 400"—$48.00. 1,000"—$120.00.

MOUNT FOREST, pop. 1,718. County—Wellington. 89 miles northwest of Toronto, on the Saugeen River. Railroads—C.P., C.N. Banks—Mtl., Roy., Dom. Colleges, etc.—High School and Business College. Nearby Towns—Arthur 16 miles, Durham 16 miles. Country adapted for general farming and stock raising. Industries—casket, furniture, threshing machine, woodworking and carriage factories, foundry, flour, grist, saw, knitting and woolen mills, aerated water works, and machine shop.

Confederate and Representative. Weekly. Publisher, Arthur W. Wright. Est. 1867. Thursday. Independent. Subscription, $2.00 a year. 8 pages ,6 cols., 19½ inches. Average circulation for year ending Dec. 31st, 1923 . 1,700
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

NAPANEE, pop. 3,038. County—Lennox. 128 miles east of Toronto, on the Napanee River. Railroad — C. N. Banks—Dom., Mtl., Roy., Stan. Nearby Towns—Gretna 4 miles, Hayburn 8 miles. Country adapted for mixed farming, dairying and stock raising. Natural Resources—brick and cement clays. Industries—Gibbard Furniture Co., Ltd.; Kimmerly, Amos S.; Napanee Iron Works, Ltd.; Perry, Fred.; Woods, Alpine.

Beaver. Weekly. Publishers, Templeton & Son. Est. 1870. Friday. Conservative. Subscription, $1.00 a year. 8 to 12 pages, 7 cols., 21 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . 3,450**
100"—$32.00. 400"—$108.00. 1,000—$270.00.

Express. Weekly. Publisher, E. J. Pollard. Est. 1851. Tuesday. Liberal. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 2,240**
100"—$16.00. 400"—$64.00. 1,000"—$160.00.

Napanee is a town of fine homes and prosperous residents. It is the hub of a rich farming, dairying and stock-raising district. The county is the largest milk-producing county in Ontario. Everybody appears to be comfortably off. It is a fertile field for the National Advertiser. It is a field which can only be thoroughly covered by using the Express. It has a weekly average sworn circulation of 2,240 readers in a county with a population of over 20,000, in which there are but two newspapers. (Publisher's Statement.)

NEWCASTLE, pop. 559. County—Durham. 46 miles east of Toronto on Lake Ontario. Railroads—C.N., C.P. Bank—Stan. Colleges, etc.—High School. Nearby Towns—Oshawa 15 miles, Bowmanville 5 miles. Country adapted for farming, dairying and fruit growing. Industries—chopping mill, creamery, seed house and implement warehouse.

Independent. Weekly. Publisher, M. O. James & Sons. Est. 1902. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 19¾ inches. Circulation included with that of Canadian Statesman, Bowmanville, Ont.

NEW HAMBURG, pop. 1,351. County—Waterloo. 71 miles west of Toronto, on the Nith River. Railroad—C.N. Banks—Com., Stan. Colleges, etc.—High School. Nearby Towns—Kitchener 12 miles, Galt 20 miles. Country adapted for farming, stock raising and fruit growing. Industries—tile, furniture trimming, felt boot, thresher, brick and furniture factories, metal stamping works, lumber, planing and flour mills.

Independent. Weekly. Publishers, Ritz Bros. Est. 1879. Friday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 19½ inches. Circulation . . . . . 1 M.
100"—$16.00. 400"—$64.00. 1,000"—$160.00.

NEW LISKEARD, pop. 2,268. District—Temiskaming. 285 miles north of Toronto, on Temiskaming Lake and Wabi River. Electric railway connections with Cobalt and Haileybury. Railroad—T. & N. O. Banks—Imp., Union, N.S. Colleges, etc.—High and Separate Schools. Nearby Towns—Haileybury 5 miles, Cobalt 10 miles. Country adapted for general farming, mining and lumbering. Natural Resources—silver, clay and pulpwood. Industries—bottling and aerated water works, ice cream factory, two foundries, power plant, two saw mills and boat-building plant.

Speaker. Weekly. Publishers, Stephenson & Son. Est. 1906. Thursday. Independent. Subscription, $1.50 a year. 8 to 10 pages, 7 cols., 19¾ inches. Circulation . 1¼ M.
100"—$30.00. 400"—$80.00. 1,000"—$150.00.

NEWMARKET, pop. 3,626. County—York. 28 miles north of Toronto, on the Newmarket Canal. Railroads—G.T., T. & Y. Radial. Banks—Mtl., Tor., Imp. Colleges, etc.—Military Hospital and High School. Nearby Towns—Aurora 4 miles, Bradford 4 miles, Richmond Hill 14 miles. Country adapted for farming and dairying. Industries—pump works, tanneries, woodenware, butter, pickle, furniture and confectionery factories, flour mill, soda water, marble and granite works and implement warehouses.

Era. Weekly. Publisher, L. G. Jackson. Est. 1852. Friday. Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Average detailed circulation for year ending Dec. 31st, 1923 1,822
100"—$20.00. 400"—$72.00. 1,000"—$180.00.

Express-Herald. Weekly. Publisher, J. F. Harvey. Est. 1895. Friday. Conservative. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches.

NEW TORONTO, pop. 1,500. County—York. Suburb of Toronto. Railroad—T. & Y. Rad. Banks—N.S., Mtl., Dom., Com. Industries—brass, leather, machinery, wall paper and rubber tire factories, lumber and planing mills.

Advertiser. Weekly. See Mimico.

Record. Weekly. Publishers, The Record Press. Est. 1923. Thursday. Local. Subscription, $1.00 a year. 8 pages, 7 cols., 20 by 2¼ inches. Circulation . . See Note A.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

NIAGARA FALLS, pop. 14,764. County—Welland. 42 miles south of Toronto, 2 miles below the Falls. The Mecca of the world's tourists. Railroads—M.C., Wabash, C. N., C. P., Erie, N. Y. C., H. R., I. T. Elec. Banks—Dom., Imp., Roy., Com., Mtl. Nearby Towns—St. Catharines 11 miles, Welland 12 miles. Country adapted for fruit growing. Natural Resources—Queenston limestone, brick clay, sand and gravel. Industries—Acheson Graphite Co.; American Cyanamid Co.; Bates Valve Bag Co., Ltd.; Bright, T. G. & Co.; Burgess Battery Co.; Canadian Niagara Power Co., Lttd.; Canadian Ramapo Iron Works, Ltd.; Dominion Canners, Ltd.; Dominion Suspender Co., Ltd.; Harriman, James; Marsh Grape Juice Co,; McGlashan Clarke Co., Ltd., The; Morris, Herbert, Crane & Hoist Co., Ltd.; National Abrasive Co.; Niagara Neckwear Co., Ltd.; Pollard Mfg. Co., Ltd.; Reid Bros. Co., Ltd.; Rice, H. R. & Co., Ltd.; Slater & Miller; Spirella Co. of Canada, Ltd.; Stamford Park Wine Co., Ltd.; Rogers, William, Mfg. Co., Ltd.; Visor Knitting Co., Ltd.; Waugh, John.

Review. Daily. Publishers, F. H. Leslie, Ltd. Est. 1914. Evening. Liberal. Subscription, $5.00 a year. 8 to 24 pages, 7 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 3,646
1,000 l.—$22.50. 5,000 l.—$87.50.

La Luce (Italian). Monthly. Publisher, J. M. Garbellano. Est. 1914. 29th of month. Religious. Subscription, 50 cents a year. 16 pages, 2 cols., 8½ inches. Circulation . . . . . 4 M.

NIAGARA-ON-THE-LAKE, pop. 1,357. County—Lincoln. 30 miles south of Toronto, on Lake Ontario. Railroad—M.C. Bank—Imp. Country adapted for fruit growing. Industries—fruit canning and basket factories.

Advance. Weekly. Publisher, E. H. Brennan. Est. 1919. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . ½M.

NORTH BAY, pop. 10,692. District—Nipissing. 220 miles north of Toronto, on Lake Nipissing. Railroads—C.P., T. & N. O., C. N. Head offices with terminal and shops of T. N. O. Banks—Imp., N. S., Roy., Ster. Colleges, etc.—Public, Separate, Normal and Collegiate Schools. Nearby Towns—Beaucage 10 miles, Cliffe 6 miles. Country adapted for mining, lumbering and farming. Headquarters for French River tourist route, and gateway to the clay and mineral belt of North Ontario. Natural Resources—minerals and lumber. Industries—sawmills, garages, machine shops, brick yard.

Despatch. Semi-weekly. Publisher, Geo. H. Newton. Est. 1892. Tuesday & Friday. Conservative. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches.
Circulation . . . . . No report

Nugget. Semi-Weekly. Publisher, W. E. Mason. Est. 1909. Tuesday & Friday. Independent. Subscription, $3.00 a year. 8 to 24 pages, 8 cols., 22 inches. Circulation. 4¾M.
1,000 l.—$25.00. 5,000 l.—$125.00.

Advocate. Weekly. Publishers, Advocate Printing Co. Est. 1917. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report

NORWICH, pop. 1,176. County—Oxford. 78 miles southwest of Toronto, on the Otter Creek. Railroad—C.N.. Banks—Mol., Roy. Nearby Towns—Woodstock 18 miles, Tilsonburg 16 miles. Country adapted for farming, dairying and fruit growing. Industries—cider, vinegar and brick works, foundry, condensed milk, cheese, fertilizer and broom factories, planing, saw and chop mills, evaporator, creamery and machine shop. Fine waterworks system.

Gazette. Weekly. Publisher, J. S. Winterburn. Est. 1880. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,200
100"—$18.00. 400"—$60.00. 1,000"—$150.00.

NORWOOD, pop. 765. County—Peterborough. 92 miles northeast of Toronto, on the River Ouse. Railroad—C.P. Daily stage to Hastings. Banks—Union, Ster. Colleges, etc.—High School, County Agricultural School. Nearby Towns—Peterborough 19 miles, Campbellford 16 miles. Country adapted for dairying and mixed farming. Industries—cheese box, cheese, hub, spoke and veneer factories, saw, planing and flour mills, packing house, marble works and machine shop.

Register. Weekly. Publisher, J. G. Keefer & Son. Est. 1870. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 812
100"—$14.00. 400"—$56.00. 1,000—$140.00.

OAKVILLE, pop. 3,298. County—Halton. 20 miles southwest of Toronto, on Lake Ontario. Summer resort. Railroad—C.N., electric railway connection with Hamilton, 21 miles. Banks — Mtl., Tor., Com. Colleges, etc.—High School. Nearby Towns—Burlington 11 miles, Port Credit 9 miles. Country adapted for fruit growing. Industries—flour, grist and two planing mills, shipbuilding yards, tannery, wagon and bottling works, nursery, apple evaporator, preserve, auto accessory, wire fencing, basket, fertilizer, paint, varnish, jam and rubber factories.

OAKVILLE—(Continued)

News. Weekly. Publisher, Gerald G. Mitchell. Est. 1907. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 3 cols., 19½ inches. Circulation . . . 1M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

The News is a home printed paper and is the paper which goes into the homes of the residents of Oakville. Its news largely concerns the residents of this town and neighbourhood. For this reason its publication is looked forward to every week. Oakville is twenty miles south-west of Toronto on Lake Ontario. It is the centre of a prosperous fruit-growing district. Oakville is also the home of several large manufacturing companies. (Publisher's Statement.)

Record. Weekly. Publisher, R. L. Taylor. Est. 1899. Thursday. Conservative. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . . . 1M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

Star. Weekly. Publisher, A. S. Forster. Est. 1883. Friday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 18 inches.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

ORANGEVILLE, pop. 2,187. County—Dufferin. 41 miles northwest of Toronto, on the River Credit. Railroad—C.P. Banks—Com., Roy., Ster. Colleges, etc., High School, Business College. Nearby Towns—Inglewood 12 miles, Shelburne 13 miles. Country adapted for farming. Natural Resources—freestone and limestone. Industries—knitting, flour, carding and planing mills, shirt waist factory, creamery, foundry and machine shop.

Banner. Weekly. Publishers, McGuire & McKitrick. Est. 1893. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . 2,661**
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

Sun. Weekly. Publisher, John Foley. Est. 1860. Thursday. Conservative. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . 2M.

ORILLIA, pop. 8,774. County—Simcoe. 86 miles north of Toronto, on Lakes Simcoe and Couchiching. Great summer resort. Railroads—C. N., C. P. Banks — Dom., Mtl., Roy., Union. Colleges, etc.—Collegiate Institute, 5 public and 1 separate school. Nearby Towns—Hawkestone 9 miles, Tait 11 miles. Country adapted for mixed farming and fruit growing. Natural Resources—stone and lumber. Industries—Tudhope-Anderson Co., Ltd.; Carriage Factories, Ltd.; Standard Chemical Co., Ltd.; Orillia Worsted Co., Ltd.; Heywood-Wakefield Co. of Can., Ltd.; Sheet Metal Tools & Hardware Co.; Canada Electric Castings Co., Ltd.; Canada Wood Specialty Co., Ltd.; J. R. Eaton & Sons; E. Long Mfg. Co., Ltd.; C. J. Miller & Son; National Hardware Co., Ltd.; Orillia Furniture Co., Ltd.; Carss Mackinaw Clothing Co.; D. C. Thomson Milling Co.; J. H. Ross Boat & Canoe Co., Ltd.; Ontario Stone Corporation, Ltd.; Theodore Crushed Stone Co., Ltd.; Fisher Motor Co., Ltd.; Orillia Creamery, Ltd.

News-Letter. Weekly. Publishers, Curran Bros. Est. 1884. Wednesday. Independent. Subscription, $1.00 a year. 10 to 16 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 3,879
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

The Orillia News-Letter thoroughly covers the territory within a radius of twenty miles of Orillia, and enters over two-thirds the farm homes on rural routes in this territory. The Orillia News-Letter in 1923 carried more local advertising than either of its competitors, and also led in volume of national advertising. (Publisher's Statement.)

Packet. Weekly. Publishers, Hale Bros. Est. 1870. Thursday. Independent-Conservative. Subscription, $1.50 a year. 10 to 14 pages, 7 cols., 22 inches. Circulation. 2¼M.
100"—$28.00. 400"—$112.00. 1,000"—$280.00.

ORILLIA—(Continued)

Times. Weekly. Publishers, Times Printing Co. Est. 1867. Thursday. Liberal. Subscription, $1.50 a year. 8 to 12 pages, 7 cols., 22 inches. Circulation . . . 2¾M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

Canadian Workman. Monthly. Publisher, John Curran. Est. 1879. Fraternal. Subscription, 50 cents a year. 4 pages, 5 cols., 18 inches. Circulation . . . 10M.

Sons of Temperance Record. Monthly. Publishers, Order of Sons of Temperance. Est. 1897. 1st of month. Temperance, Social Service and General Moral Reform. Subscription, 25 cents a year. 8 pages, 3 cols., 10¼ inches.

ORONO, pop. 700. County—Durham. 43 miles northeast of Toronto. Railroad—C.N. Bank—Stan. Nearby Towns—Bowmanville 7 miles, Port Hope 15 miles. Country adapted for mixed farming, dairying and stock raising. Industries—flour and grist mills, creamery, cannery, barrel and pump factories, evaporator and machine shop.

News. Weekly. Publisher, S. Cuttell. Est. 1885. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 18 inches. Circulation . . No report

OSHAWA, pop. 11,940. County—Ontario. 34 miles east of Toronto. Large manufacturing point, with a fine natural harbor. Railroads — C. N., C. P., T. & E. Elec. Banks—Dom., Mtl., Roy., Stan., Union, Com. Colleges, etc.—High School, St. Joseph's Convent, Bishop Bethune Ladies' College, Buena Vista Academy, Oshawa Missionary College and 8 Public Schools. Assesment value of over $10,000,000. Nearby Towns—Bowmanville 9 miles, Whitby 4 miles. Country adapted for mixed farming, dairying and fruit growing. Industries—Chevrolet Motor Co. of Canada, Ltd.; Detenbeck, Chas. W.; Fittings, Ltd.; General Motor Co. of Canada; McLaughlin Motor Car Co.; Olds Motor Co. of Canada, Lad.; Ontario Malleable Iron Co., Ltd.; Oriental Textiles Co., Ltd.; Pedlar People, Ltd.; Phillips, W. E., Mfg. Co.; Schofield Woollen Co., Ltd.; Robson Leather Co., Ltd.; Samson Tractor Co.; Trick, W. J. & Co., Ltd.; Williams Piano Co., Ltd.

Ontario Reformer. Tri-weekly. Publishers, Reformer Printing and Publishing Co., Ltd. Est. 1871. Tuesday, Thursday and Saturday. Independent. Subscription, $3.00 a year. 8 to 10 pages, 7 cols., 20½ inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 3,333**
100"—$35.00. 400"—$112.00. 1,000"—$280.00.

Telegram. Tri-weekly. Publishers, Alger Press, Ltd. Est. 1920. Monday, Wednesday and Friday. Independent. Subscription, $4.00 a year. 8 to 16 pages, 7 cols., 20½ inches. Circulation . . . . . 2¾M.
1,000 l.—125.00. 5,000 l.—$75.00. 10,000 l.—$150.00.

Industrial Oshawa. Bi-weekly. Publisher, G. H. Nyland. Est. 1922. Every other Thursday. Subscription, $1.00 a year. 16 pages, 3 cols., 10 inches.
Circulation . . . . . No report

Canadian Watchman, Monthly. Publishers, Can. Watchman Press. Est. 1920. Religious. Subscription, $2.00 a year. 32 pages, 2 cols., 9 inches. Circulation. No report

Fur Trade Journal of Canada. Monthly. Publisher, R. G. Hodgson. Est. 1923. 1st of month. Fur farming and trapping. Subscription, $2.00 a year. 20 pages, 2 and 3 cols., 10 inches. Circulation . . . See Note A.
One page, one time—$75.00.

Hotel, Restaurant and Traveller. See Hamilton, Ont.

Les Signes du Temps. (French.) Quarterly. Publishers, Can. Watchman Press. Est. 1921. Religious. Subscription, 75c a year. 20 pages, 2 cols., 9 inches. Circulation . . . . . No report

OTTAWA, pop. 107,843. County—Carleton. The capital of the Dominion, on the Ottawa River, 218 miles northeast of Toronto and 110 miles west of Montreal. Northern terminus of the Rideau Canal. The social centre of the Dominion, and the official residence of the Governor-General. During the sitting of Parliament the city is the scene of a series of brilliant social functions. The city has 30 miles of beautiful driveway and 2,000 acres of park lands. The Federal Government employs 12,000 people at Ottawa, with an annual pay roll of over $12,000,000. Railroads—C.P., C. N., O. & N. Y. Steamboats in summer from Montreal and intermediate points. Banks—Com., Dom., Imp., Mol., Mtl., N. S., Roy., Stan., Hoch., Tor., Union, Prov. Colleges, etc.—High School, Normal and Model Schools, Colleges, University and Convents. Country adapted for mixed farming and dairying. Natural Resources—phosphate, mica, graphite, stone, lumber and pulpwood. Industries—Ahearn, E. M.; Ahearn & Soper, Ltd.; Ault Shoe Co., The, Ltd.; Balharie & Sons, J. H.; Bate, H. N. & Sons, Ltd.; Beach Foundry Co., Ltd.; Beaver Co., Ltd.; Bishopric Mfg. Company, Ltd.; Blackburn Bros,; Booth, J. R.; Borbridge, S. & H.; Brading Breweries, Ltd.; Breadner Mfg. Co., Ltd.; British American Nickel Corporation, Ltd.; British-American Bank Note Co., Ltd.; Bronson Co.; Brouse, Harry; Bryson-Graham, Ltd.; Bunnell Bros.; Cameron & Co., Ltd.; Campbell Steel & Iron Works, Ltd.; Canadian Bank Note Co., Ltd.; Capital Brewing Co., Ltd.; Capital Mica Co., Ltd.; Capital Wire Cloth & Manufacturing Co., Ltd.; Carson, Hugh, Ltd.; Castings of Ottawa, Ltd.; Chaudiere Machinery & Foundry Co., Ltd.; Cochrane, C. H. & Co., Ltd.; Connor, J. H. & Son, Ltd.; Continental Paper Products, Ltd.; Crabtree Company; Cuzner Hardware Co., Ltd.; Crain Printers, Ltd.; Daylite Electric, Ltd.; Darwins, Ltd.; Davidson's, James Sons; Devine, R. J. Co., Ltd.; Dominion Fruit Exchange, Ltd.; Dominion Loose Leaf Co.; Dominion Shoe Pack Co.; Dustbane Mfg. Co., Ltd.; Edwards, W. C. Co., Ltd.; Fleck, Alexander; Fleming Machinery Co.; Fraser & Company; Fruitatives, Limited; Garland, John M. Son & Co., Ltd.; Grant, Holden, Graham Co., Ltd.; Harris Tie & Timber Co.; Hawkesbury Lumber Co., Ltd.; Hill, James; Hopper Bros.; Hope, James & Sons, Ltd.; Howard & Smith; Lawson, Thomas & Sons, Ltd.; Leclair, O., Ltd.; Lowe Martin Company, Ltd.; Lumsden Lumber Co., Ltd.; Marshall, C. W.; McDonald, K. & Sons, Ltd.; McFarlane, T. D.; Martin-Orme Piano Co., Ltd.; McAuliffe-Davis Lumber Co., Ltd.; McFarlane-Douglas Co., Ltd.; Modern Machine Company; Mortimer Co., Ltd.; National Mfg. Co., Ltd.; O'Brien, M. J., Ltd.; Ogilvy, Charles, Ltd.; Oliver, J. & Sons, Ltd.; Ontario Equipment Co., Ltd.; Orme, Ltd.; Ottawa Artificial Ice Co., Ltd.; Ottawa Boiler & Steel Works; Ottawa Boot & Moccasin Co.; Ottawa Brass Mfg. Co.; Ottawa Brick Mfg. Co., Ltd.; Ottawa Car Mfg. Co., Ltd.; Ottawa Construction Co., Ltd.; Ottawa Dairy, Ltd.; Ottawa Drug Co.; Ottawa Electric Co.; Ottawa Electrotype Co.; Ottawa Gas Co.; Ottawa Manufacturing Co.; Ottawa Paint Works; Ottawa Paper Box Company; Ottawa Photo Engraving Co.; Ottawa Traction Co., Ltd.; Ottawa Transportation Co., Ltd.; Ottawa Truss & Surgical Mfg. Co., Ltd.; Ottawa Typewriter Co., Ltd.; Ottawa Wire Works; Parker Broom Co., Ltd.; Parson & Co.; Peerless Brick & Tile Co.; Plain, C .E., Ltd.; Poulin, L. N., Ltd.; Powers, P. J. Co., Ltd.; Preston, G. E. & Sons; Pritchard-Andrews Co. of Ottawa, Ltd.; Provost & Allard; Raper, John, Piano Co., Ltd.; Regal Manufacturing & Supply Co., Ltd.; Rideau Lumber Co.; Ringrose Bros.; Royal Tea Co.; Russell Co., Ltd.; Scott, F. A. & Son.; Shepard & Morse Lumber Co. of Canada, Ltd.; Sproule, R. A.; Steel Equipment Co., Ltd.; Stephens, A. J. & Sons; Storey, Daniel; Stronglite Box Co., Ltd.; Tally Ho Pure Water Co., Ltd.; Thorton & Truman; Travers Aprons, Ltd.; Trudel & McAdam; Two Macs, Limited; Victoria Foundry Co., Ltd.; Wilson, James E.; Wilson, M. J. & Sons; Workman, A. & Co., Ltd.

Citizen. Daily. Publishers, The Citizen Publ. Co., Ltd. Est. 1844. Evening and morning editions. Independent.

THE ONLY FRENCH DAILY IN THE PROVINCE OF ONTARIO

LE DROIT

Le Droit Building
OTTAWA

LE DROIT—the second best edited French Daily in Canada, a publication appealing to strong interests, conducting a campaign in which its readers are vitally concerned, reaches 80% of the French element in Ottawa, Hull and vicinity.

Its character, its policy of true independence, its quality and exclusive circulation, its reliable editorial and news value, its manifest influence, its ever increasing popularity, and the sound principles for which it has stood foremost since its foundation in 1913, are the measures of its power as a selling agent.

Those National advertisers who have tried its publicity stick to it because it pays, and those who have not yet tested the fertility of its columns are missing the best of the progressive Ottawa Valley, because over 60% of the total French population of Ontario live and prosper in that section.

LE DROIT also publishes a weekly edition called **"La Voix du Sol"** devoted entirely to the French Canadian farmer in Ontario. Both **Le Droit** and **La Voix du Sol** are A. B. C. members.

French-Canadian population in the district covered by LE DROIT and LA VOIX DU SOL.

OTTAWA—(Continued)

Subscription, $6.00 a year. 12 to 48 pages, 8 cols., 21¾ inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A. B. C. Form 28,028**

1,000 1.—$80.00. 5,000 1.—$400.00. 10,000 1.—$800.00.

Droit (French). Daily. Publishers, Le Syndicat d'Œuvres Sociales, Ltée. Est. 1913. Evening. Independent. Subscription, $6.00 a year. 8 to 24 pages, 8 cols., 21½ inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . 8,982**

1,000 1.—$35.00. 5,000 1.—$175.00. 10,000 1.—$350.00.

Le Droit is the only organ of the French-Canadians in Ontario, and the only French daily west of Montreal. In 1901 the census showed their number as 158,671, in 1911 they had increased to 202,442. They are now about 275,000. Of this, about 35,000 are in the City of Ottawa itself, almost 10,000 more in Carleton County, and 25,000 in Russell, immediately adjoining Ottawa, while in the City of Hull, in the Province of Quebec, are over 22,000 French-Canadians. Le Droit appeals in a special manner to this large population. Advertising rates are reasonable. (Publisher's Statement.)

La Voix du Sol. (French.) Weekly. Publishers, Le Syndicat d'Œuvres Sociales, Ltée. Est. 1913. Thursday. Independent. Subscription, $2.00 a year. 12 to 24 pages, 8 cols., 21½ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A. B. C. Form 2,252**

1,000 1.—$12.50. 5,000 1.—$62.50. 10,000 1.—$125.00.

Journal Dailies. Publishers, Journal Publishing Co. of Ottawa, Ltd. Est. 1885. Morning and evening. Independent-Conservative. Subscription, $4.50 a year. Regular edition, 18 to 48 pages, 8 cols., 21 11/14 inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . . . 28,076**

1,000 1.—$80.00. 5,000 1.—$400.00. 10,000 1.—$800.00.

Ottawa Farm Journal. Semi-weekly. Publishers, The Ottawa Farm Journal, Ltd. Est. 1889. Tuesday and Friday. Farm and home. Subscription, $1.50 a year. 14 to 36 pages, 8 cols., 21 11/14 inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A. B. C. Auditor's Report 21,944**

1,000 1.—$120.00. 5,000 1.—$600.00. 10,000 1.—$1,200.00

Canada Gazette. Weekly. Publisher, King's Printer. Saturday. Subscription, $4.00 a year. 80 and more pages, 2 cols., 13 inches. Official organ of the Dominion Government, and publishes only such notices as are required by the law.

Canadian Patent Office Record. Weekly. Publishers, Patent Office of the Dominion Government. Subscription, $4.00 a year. Does not insert advertisements.

Courrier Federal. (French.) Weekly. Publishers, Le Courrier Fédéral, Ltée. Est. 1918. Friday. Liberal. $2.00 a year. 8 pages, 8 cols., 23 inches. Average circulation for year ending Dec. 31st, 1923 5,000

1,000 1.—$20.00. 5,000 1.—$100.00. 10,000 1.—$200.00.

Danebrog. (Danish.) Weekly. Publisher, C. C. Meyer. Est. 1892. Non-political. Subscription, $2.00 a year. 4 pages, 5 cols., 18 inches. Circulation . . . No report

United Canada. Weekly. Publishers, United Canada Printing & Engraving Co., Ltd. Est. 1888. Saturday. Subscription, $2.00 a year. 8 pages, 8 cols., 20 inches. Circulation . . . . . No report

Agricultural Gazette of Canada. (French and English.) Bi-monthly. Publishers, Dominion Department of Agriculture. Est. 1914. 1st and 15th of month. Agricultural. Subscription, $1.00 a year. 100 pages, 2 cols., 7½ inches. Average circulation, English edition, for year ending Dec. 31st, 1923 8,500

Average circulation, French edition, for year ending Dec. 31st, 1923 2,000

Does not insert advertisements.

Owen Sound District

POPULATION 60,000

The Daily Sun-Times is the District Newspaper covering a territory remote from the large centres — and one of the most prosperous in Ontario. Owen Sound is the centre of the district which has a population of 60,000 within 35 miles.

Owen Sound has a population of over 12,000.
The Daily Sun-Times is the only medium that will cover the district.
Our folder "Facts About the Owen Owen Sound Market" gives full particulars about the trade possibilities of the district.

Circulation—6,774 copies an issue, Oct. 1st, 1923, to March 31st, 1924

THE DAILY SUN-TIMES

OWEN SOUND

OTTAWA—(Continued)

Canadian Labor Press. Semi-monthly. Publishers, Canadian Labor Press, Ltd. . Est. 1918. 15th and 30th of month. Organized labor. Subscription, $2.00 a year. 6 pages, 8 cols., 21½ inches. Circulation . . No report
1,000 1.—$100.00. 5,000 1.—$500.00. 10,000 1.—$1,000.00.

Canadian Military Gazette. Semi-monthly. Publishers, Canadian Military Gazette Printing & Publishing Co., Ltd. Est. 1885. 2nd and 4th Tuesdays. Military. Subscription, $2.50 a year. 12 pages and more, 2 cols., 10 inches. Circulation . . . . . No report

Annales. Monthly. Publishers, L'Institut Canadien-Francais d'Ottawa. Est. 1912. Literary. Subscription, $1.00 a year. 16 pages, 3 cols., 10 inches. Circulation . No report
One page, one time—$25.00.

Canada. Monthly. Publishers, Canada Publ. Co., Ltd. Est. 1920. 15th of month. Roman Catholic. Subscription, $1.00 a year. 20 pages, 2 cols., 10 inches.

Canadian Congress Journal. Monthly. Publishers. The Trades and Labor Congress of Canada. Est. 1922. 15th of month. Labor. Subscription, $1.00 a year. 54 pages or more, 1 and 2 cols., 8¾ inches.

Canadian Marksman. Monthly. Publishers, Dominion of Canada Rifle Assn. Est. 1923. Rifle and revolver shooting. Subscription, $1.50 a year. 32 pages, 2 cols, 8½ inches. Circulation . . . . . See Note A.

Canadian Railroad Employees. Monthly. Publishers, Can. Brotherhood of Railroad Employees. Est. 1909. 10th of month. Railway labor. Subscription, $2.00 a year. 20 to 32 pages, 3 cols., 10 inches. Circulation . . . . 12 M.
1,000 1.—$200.00.

OTTAWA—(Continued)

Illustrated Canadian Forest and Outdoors. Monthly Publishers, Can. Forestry Assn. Est. 1905. 1st of month. Forestry conservation. Subscription, $2.00 a year. 68 pages, 3 cols., 10 by 2¼ inches. Circulation . . . 17½M. One page, one time—$90.00.

"Forest and Outdoors," Canada's best outdoor magazine. 17,000 circulation guaranteed, distributed to over 1,800 communities from coast to coast. Attracts and holds the keenest national advertisers who demand a high grade magazine with well-demonstrated power to pull business. 51 Sparks street, Ottawa, Canada. (Publisher's Statement.)

Courrier Canadien. (French.) Monthly. Publishers, Le Courrier Can. Publ. Co. Est. 1923. 20th of month. National interests. Subscription, $2.50 a year. 64 pages, 2 cols., 10 inches. Circulation . . . . . See Note A.

Labor Gazette. Monthly. Publishers, Dept. of Labor. Est. 1900. Industrial. Subscription, 20 cents a year. 100 pages, 2 cols., 8 inches. Does not insert advertisements.

Canadian Field Naturalist. Monthly. Pubishers, Ottawa Field Naturalists' Club. Est. 1879. Early in each month except June, July and August. Natural history. Subscription, $1.50 a year. 16 to 32 pages, 2 cols., 9 inches. Circulation . . . . . ½M.

Prévoyant. (French). Every second month. Publishers, L'Union St. Joseph du Canada. Est. 1900. 15th of month. Fraternal. Subscription, $1.00 a year, and free to members. 8 pages, 4 cols., 12 inches. Circulation . 30 M. Does not insert advertisements.

Scientific Agriculture. (French and English.) Monthly. Publishers, Can. Soc. of Technical Agriculturists. Est. 1920. Agriculture. Subscription, $2.00 a year. 48 pages, 2 cols., 8 by 2⅝ inches. Circulation . . . . . No report

Revue Agronomique Canadienne. Monthly. See Scientific Agriculture, Ottawa.

OWEN SOUND, pop. 12,190. County—Grey. 100 miles northwest of Toronto, on the Georgian Bay. Fine harbour; the Sound, 12 miles long, is navigable for largest vessels. Steamboat connection to all points on the Upper Lakes. Railroads—C.P., C.N. Banks—Com., Mtl., Mol., Roy., Union. Nearby Towns — Chatworth 9 miles, Meaford 18 miles. Country adapted for mixed farming, dairying and stock raising. Natural Resources—fish and lumber. Industries—Aluminum Steel Products, Ltd.; Breckenridge, R. & Co.; Canadian Malleable Iron Co., Ltd.; Carey Shoe Co.; Circle Bar Knitting Co., Ltd.; Cooke, H. E. & Co.; Corbet Foundry & Machine Co., Ltd.; Dominion Oil Co., Ltd.; Empire Stove & Furnace Co., Ltd.; Eureka Refrigerator Co., Ltd.; Ferguson, William; Harrison, John & Sons Co., Ltd.; Keenan Bros., Ltd.; Keenan Woodenware Mfg. Co., Ltd.; Kennedy, Wm. & Sons, Ltd.; McKay Bros., Ltd.; McLauchlan & Sons Co., Ltd.; McQuay Tanning Co., Ltd.; National Table Co., Ltd.; North American Bent Chair Co., Ltd.; North American Furniture Co., Ltd.; Northern Bolt, Screw & Wire Co., Ltd.; Northern Varnish Co., Ltd.; Owen Sound Cereal Mills, Ltd.; Owen Sound Chair Co., Ltd.; Owen Sound Wire Fence Co., Ltd.; Ryan, G. B. & Co.; Wilkinson, F. C.

Sun-Times. Daily. Publishers, Fleming Publishing Co., Ltd. Est. 1853. Evening. Liberal. Subscription: City, $6.24; out-of-town, $3.75 a year. 8 to 16 pages, 7 cols., 20½ inches. **Average sworn circulation for year ending Dec. 31st, 1923** **6,694**

100"—$28.00. 400"—$112.00. 1,000"—$280.00.

The Daily Sun-Times circulation is over 7,000 copies an issue, following the amalgamation of The Advertiser with The Sun-Times, on Feb. 1, 1923. It covers a district with population of 60,000, of which Owen Sound is shopping centre. Only daily in the district. (Publisher's Statement.)

PAISLEY, pop. 760. County—Bruce 105 miles northwest of Toronto, at the confluence of the Saugeen and Teeswater River. Railroad—C.N. Banks—Mtl., Roy. Colleges, etc.—

PAISLEY—(Continued)

Continuation School. Nearby Towns—Walkerton 16 miles, Port Elgin 12 miles. Country adapted for farming, stock raising and dairying. Industries—flour, grist, saw and planing mills, marble works, creamery and machine shop.

Advocate. Weekly. Publisher, Donald McKenzie. Est. 1863 Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. Circulation . No report
100"—$15.00. 400"—$56.00. 1,000"—$140.00.

PALMERSTON, pop. 1,523. County—Wellington. 75 miles northwest of Toronto. Railroad—C.N. Banks—Com., Ster. Nearby Towns—Drayton 11 miles, Riverbank 11 miles. Country adapted for mixed farming, dairying and stock raising. Industries — trunk, storage battery, woodenware and builders' factories, pump works, flour, grist and planing mills, tannery, creamery and railway repair shops.

Spectator. Weekly. Publisher, A. D. Anderson. Est. 1897. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 7 cols., 19¾ inches. Circulation . . . 1¼ M.
100"—$18.00. 400"—$70.00. 1,000"—$160.00.

PARIS, pop. 4,368. County—Brant. 61 miles southwest of Toronto, at the confluence of the Nith and Grand Rivers. Railroad—C.N. Banks—Com., Tor., Mtl. Colleges, etc.—High School. Nearby Towns—Brantford 7 miles, Galt 12 miles. Country adapted for general farming. Natural Resources—gypsum and brick clay. Industries—Paris Alabastine Co., Ltd.; Ontario Gypsum Co., Ltd.; Paris Wincey Mills Co.; Penman's, Limited; Sanderson-Harold Co., Ltd.; Wheeler, Chas. E. & Son.

Star-Transcript. Weekly. Publisher, G. W. Featherstone. Est. 1847. Wednesday. Liberal. Subscription, $1.50 a year. 8 pages, 8 cols., 22 inches. Circulation . No report

PARKHILL, pop. 1,152. County—Middlesex. 122 miles southwest of Toronto. Railroad—C. N. Banks—Com., Stan. Colleges, etc.—High School. Nearby Towns—Ailsa Craig 8 miles, Greenway 6 miles. Country adapted for mixed farming, grazing and fruit growing. Industries—brick, tile and carriage works, foundry, saw and planing mills, carriage shop and overall factory.

Gazette. Weekly. Publisher, M. C. & J. Dawson. Est. 1870. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 17½ inches. Circulation . . . 1½M.
100"—$16.00. 400"—$64.00. 1,000"—$160.00.

PARRY SOUND, pop. 3,546. District—Parry Sound. 122 miles northwest of Toronto, on the Georgian Bay. A beautiful summer resort, with steamboat connections to lake ports. Railroads—C. P., C. N. Banks—Com., N. S., Tor. Nearby Towns—Edgington 12 miles, Shawanaga 22 miles. Country adapted for general farming. Natural Resources—minerals, lumber and fish. Industries—Wm. Beatty Lands & Timber, Ltd.; Fenn, A. N.; Parry Sound Wood Turners, Ltd.; Pearce, Milton; Taylor, William.

Canadian. Weekly. Publisher, W. H. Glendinning. Est. 1895. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 925
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

Parry Sound is a thriving town of over 3,500 people. It is located about 122 miles northwest of Toronto on the Georgian Bay. It is a popular summer resort with steamboat connections to lake ports. It is the centre of a prosperous lumbering and farming district. Advertisers will find the Canadian, with its 1,200 readers, an excellent medium to reach these prosperous buyers. (Publisher's Statement.)

North Star. Weekly. Publishers, North Star Publishing Co., Ltd. Est. 1874. Thursday. Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Circulation, 1¼ M.
100"—$22.00. 400"—$80.00. 1,000"—$200.00.

PEMBROKE, pop. 7,875. County—Renfrew. 179 miles northeast of Toronto, on the Ottawa River. Most important town in Upper Ottawa Valley. The Algonquin National Park starts 10 miles west of city. Railroads — C. P., C.N. Steam ferry to Alumette Island. Banks—N.S., Prov., Mtl., Roy. Nearby Towns—Renfrew 27 miles, Eganville 23 miles. Country adapted for mixed farming, dairying and lumbering. Natural Resources—graphite and lumber. Industries—Canadian Match Co., Ltd.; Edwards Lumber & Pulp, Ltd.; Fraser, Grieve & Co.; Dunlop & Co., Ltd.; Hunter & Co., Ltd.; Pembroke Electric Light Co., Ltd.; Pembroke Lumber Co.; Pembroke Milling Co.; Pembroke Shook Mills, Ltd.; Pembroke Woollen Mills, Ltd.; Pink, Thomas Co., Ltd.; Steel Equipment Co., Ltd.; Superior Electrics, Ltd.; Wrgiht, A. & Co.; Wright, H. W.

Observer and Ottawa Valley Advocate. Weekly. Publisher, D. A. Jones. Est. 1853. Thursday. Liberal. Subscription, $1.50 a year. 8 pages, 7 cols., 19¾ inches. Circulation . . . . . 2¼ M.
100"—$28.00. 400"—$84.00. 1,000"—$210.00.

Standard. Weekly. Publisher, A. Logan & Son. Est. 1873. Thursday. Ind.-Conservative. Subscription, $2.00 a year. 8 to 16 pages, 7 cols., 21¾ inches. Circulation. 2¼M.
100"—$28.00. 400"—$84.00. 1,000"—$210.00.

PENETANGUISHENE, pop. 4,037. County—Simcoe. 81 miles north of Toronto, at the head of the Penetanguishene Bay. The harbor has recently been dredged to 20 feet to take largest lake boats. Popular summer resort. Gateway to islands of Georgian Bay. Railroad—C.N. Banks—Stan., Tor. Nearby Towns—Midland 3 miles, Victoria Harbor 10 miles. Country adapted for mixed farming and dairying. Industries—Beck, C., Mfg. Co., Ltd.; Breithaupt Leather Co., Ltd.; Copeland Milling Co.; Dominion Stove & Foundry Company; McGibbon Lumber Company; Payette, P. & Co.

Herald. Weekly. Publisher, Herald Printing Co. Est. 1881. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches. Circulation . . No report.

PERTH, pop. 3,790. County—Lanark 176 miles northeast of Toronto, on the Tay River and Canal. Railroad—C.P. Banks—Mtl., N.S., Roy. Colleges, etc.—Collegiate Institute, Business College. Nearby Towns—Smith's Falls 12 miles, Lanark Village 10 miles. Country adapted for farming and dairying. Natural Resources—mica and phosphate. Industries Caldwell, Boyd & Co., Ltd.; Code Felt & Knitting Co., Ltd.; House of Deans; James Bros. Foundry; Jergens, Andrew Co., Ltd.; McLaren, A. H.; Perth Roller Mills, Ltd.; Perth Shoe Co., Ltd.; Wampole, Henry L. & Co., Ltd.

Courier. Weekly. Publishers, Walker Bros. Est. 1834. Thursday. Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 21¾ inches. Circulation . . . . . 2½ M.
100"—$22.00. 400"—$80.00. 1,000"—$200.00.

Expositor. Weekly. Publisher, N. G. Dickson. Est. 1860. Tuesday. Conservative. Subscription, $2.00 a year. 8 to 12 pages, 7 cols., 22 inches. Circulation . . 1½M.
100"—$20.00. 400"—$68.00. 1,000"—$170.00.

PETERBOROUGH, pop. 20,994. County—Peterborough. 70 miles northeast of Toronto, on the Trent Valley Canal, with largest hydraulic lift lock in the world. Railroads—C. P., C. N. Banks—Mtl., N. S., Tor., Com., Dom., Roy., Union. Colleges, etc.—Collegiate Institute, Business College, Normal School. Nearby Towns—Millbrook 15 miles, Omemee 12 miles. Country adapted for farming and lumbering. Natural Resorces—building stone, lumber, gold, silver, lead, mica and water power. Industries—Ackerman, B. F., Son & Co.; Albion Knitting Co., Ltd.; Barrie's, Limited; Bon Marché Mfg. Co., Ltd.; Brinton Carpet Co; Canadian Canoe Company, Limited, The; Canadian Woollens, Ltd.; Colonial Weaving Co., Ltd.; Curtis Bros.; De Laval Co., Ltd.; Gemmell-Sherwood, Ltd.; Green, G. Walter Co., Ltd.;

Merchandising Food Products

In the last twenty-five years this organization has planned and carried through many successful campaigns for various food products.

The knowledge so gained renders our services particularly valuable to manufacturers of such products.

The Desbarats Advertising Agency Limited

PETERBOROUGH—(Continued)

Greene, J. M. Music Co., Ltd.; Hall, Adam; Hamilton, Peter Co., Ltd.; Hamilton, William Co., Ltd.; Kinnear, T. & Co.; McDonald, Alfred, Lumber Co., Ltd.; Otonabee Mills, Ltd.; Peterborough Canoe Co., Ltd.; Peterborough Cereal Co., Ltd.; Peterborough Lock Mfg. Co., Ltd.; Peterborough Lumber Co., Ltd.; Peterborough Milk Products, Ltd.; Peterborough Paper Box Co., Ltd.; Quaker Oats Co.; Stewart, Alex.; Turner Brothers; Turner, J. J. & Sons, Ltd.; Morrow & Beatty, Ltd.; Vermont Marble Company; Western Clock Co.

Examiner. Daily. Publishers, Peterborough Examiner, Ltd. Est. 1884. Evening. Independent. Subscription, $6.00 a year. 8 to 24 pages, 8 cols., 21 inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 6,371**
1,000 l.—$40.00. 5,000 l.—$150.00. 10,000 l.—$300.00.

Examiner. Weekly. Publisher, Peterborough Examiner, Ltd. Est. 1847. Thursday. Liberal. Subscription, $1.50 a year, 8 to 16 pages, 8 cols., 21 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . 1,570**
100"—$24.00. 400"—$96.00. 1,000"—$240.00.

Canadian Florist. Fortnightly. Publishers, Horticultural Publishing Co., Ltd. Est. 1905. Every second Thursday. Commercial floriculture. Subscription, $1.50 a year. 8 to 28 pages, 3 cols., 10 inches. Circulation . . ¾M.
One page, one time—$30.00.

Farm and Dairy. Semi-monthly. Publishers, Rural Publishing Co., Ltd. Est. 1887. 1st and 3rd Thursday. Agricultural. Subscription, 50c a year. 24 to 80 pages. 4

PETERBOROUGH—(Continued)

cols., 12½ inches. **Total net paid circulation for 12 months ending December 31st, 1923, as per A. B. C. Auditor's Report 15,709**
1,000 l.—$135.00. 5,000 l.—$675.00. 10,000 l.—$1,350.00.

Canadian Horticulturist. Monthly. Publishers, Horticultural Publishing Co., Ltd. Est. 1877. 1st of month. Two editions, devoted to fruit, vegetable and flower growing. Subscription, $1.00 a year. 16 to 52 pages, 3 cols., 10 inches. Circulation . . . . . 10½M.
100"—$135.00

Beekeeper. Bi-monthly. Publishers, The Horticultural Publ. Co., Ltd. Est. 1892. 1st of every second month. Commercial apiculture. Subscription, $1.00 a year. 12 pages, 3 cols., 10 inches. Circulation . . . . . 2M.
100"—$168.00.

PETROLIA, pop. 3,148. County—Lambton. 140 miles west of Toronto. Railroads—C. N., M. V. Banks— Tor., N.S. Colleges, etc.—High School. Nearby Towns—Wyoming 8 miles, Sarnia 18 miles. Country adapted for farming. Natural Resources—petroleum and lumber. Industries—Barrett Plunger Leather Co.; Canadian Oil Companies, Ltd.; Draper Mfg. Co. of Canada, Ltd.; Fairbanks Est.; Kerr, J. & J. Co., Ltd.; Oil Well Supply Co., Ltd.; Parsons, W. H.; Petrolia Flour Mills; Van Tuyl & Fairbank.

Advertiser-Topic. Weekly. Publishers, Petrolia Printing and Publishing Co., Ltd. Est. 1865. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 2,125
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

PICKERING, pop. 600. County—Ontario. 21 miles northeast of Toronto. Railroad—C. N. Bank—Stan. Colleges, etc.—Continuation School. Nearby Towns—Whitby 6 miles, Oshawa 10 miles. Country adapted for mixed farming and apple growing. Industries—implement warehouse, wagon works, chopping, flax, planing and flour mills.

News. Weekly. Publisher, John Murkar. Est. 1881. Friday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. **Average sworn circulation for year ending Dec. 31, 1923 . . . . . 1,300**
100"—$12.00. 400"—$44.00. 1,000"—$110.00.

PICTON, pop. 3,356. County—Prince Edward. 104 miles east of Toronto, on the Bay of Quinte. Prince Edward County is known as the garden county of Canada; with a population of 15,348 and with 195,365 acres of arable land it produces annually a larger return per capita than any other county in Ontario. This county produces nearly half of Canada's canned goods. District office of Provincial Department of Agriculture. Daily boat connections. Railroad —C.N. Banks—Mtl., Stan., N.S., Union. Colleges, etc.—Collegiate Institute. Nearby Towns—Melville 13 miles, Belleville 16 miles. Country adapted for mixed farming, dairying and fruit growing. Industries—Allison, C. B. & Co.; Branscombe, M. & Son; Fraser, G. E. Sons, Ltd.; Hyatt & Hart; Kinney & Colliver Canning Co.; Newman, Fred; Reid Brothers; St. Lawrence Dairy Produce Co.

Gazette. Weekly. Publishers, Picton Gazette Publishing Co., Ltd. Est. 1830. Thursday. Conservative. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending 31st Dec., 1923 . . 2,050
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

Times. Weekly. Publishers, Estate J. W. McLean. Est. 1854. Thursday. Liberal. Subscription, $1.50 a year. 8 to 12 pages, 7 cols., 22 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . 3,709**
100"—$20.00. 400"—$60.00. 1,000"—$150.00.

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The News Chronicle

PORT ARTHUR

PLATTSVILLE, pop. 800. County—Oxford. 68 miles northwest of Toronto, on the River Nith. Railroad—C.N. at Bright Station, 4 miles distant. Bank—Stan. Nearby Towns—Kitchener 12 miles, Galt 16 miles. Country adapted for mixed farming, dairying and cattle raising. Industries—furniture, wagon and cabinet factories, cement works, saw, planing and flour mills.

Echo. Weekly. Publisher, George J. Robinson. Est. 1887. Friday. Independent. Subscription, $1.00 a year. 8 pages, 7 cols., 19 inches. Circulation . . No report

PORT ARTHUR, pop. 14,886. District—Thunder Bay. 870 miles northwest of Toronto. Head of navigation on Lake Superior. Railroads — C. P., C. N. Banks — Com., Imp., Mol., Mtl., N.S., Roy. Nearby Towns—Fort William 3 miles, Mackenzie 20 miles. Country adapted for mixed farming, dairying, lumbering, mining and fishing. Natural Resources—iron, silver, copper, lumber and water power. Port Arthur is one of the largest grain shipping ports in the world. 85,000 h.p. electrical energy developed; 500,000 h.p. available. It is also a shipbuilding centre and a coal receiving port for all Western Canada. Industries—Canadian Northern Coal & Ore Dock Co., Ltd.; Pigeon River Lumber Co., Ltd.; Robt. Hamer; A. E. Holmes & Bros. Co.; Port Arthur Beverage Co., Ltd.; Port Arthur Boiler Works; Port Arthur Shipbuilding Co., Ltd.; Russell Timber Co., Ltd.; Woodside Brothers.

News Chronicle. Daily. Publishers, Terminal Publ. Co., Ltd. Est. 1900. Evening. Independent. Subscription, by mail, $4.00 a year. 8 to 16 pages, 7 cols., 20 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 4,626**

1,000 l.—$25.00. 5,000 l.—$125.00 10,000 l.—$250.00.

Port Arthur is a "one paper town" and the News-Chronicle is the welcome daily visitor to almost every home in the city. A well-organized staff of carriers gives early home delivery. The News-Chronicle is a recognized result-producer for advertisers. It is subscribed for on its merits as a live newspaper. No circulation "stunts" employed. No "dead-head" list. (Publisher's Statement.)

PORT ARTHUR—(Continued)

Canadian Uutiset. (Finnish.) Weekly. Publishers, Canada News Publishing Co. Est. 1915. Thursday. Independent. Subscription, $2.50 a year. 8 to 16 pages, 7 cols., 21 inches. Circulation . . . . . No report

PORT BURWELL, pop. 450. County—Elgin. 108 miles southwest of Toronto, on Lake Erie. Very good harbor. Railroad—C.P. Bank—Ster. Nearby Towns—Aylmer 5 miles, St. Thomas 27 miles. Country adapted for general farming. Industries—sash, door and canning factories, evaporators and two planing mills.

Enterprise. Weekly. Publisher, W. C. Loucks. Est. 1914. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 600
100"—$9.00. 400"—$32.00 1,000"—$80.00.

PORT COLBORNE, pop. 3,415. County—Welland. 53 miles south of Toronto, on Lake Erie, at entrance of Welland Canal. Good harbor with large docking facilities. Popular summer resort. Railroads—C.N., N. St. C. & T.E. Banks—Imp., Com. Nearby Towns—Humberstone 1 mile, Welland 8 miles, Ridgeway 10 miles. Country adapted for fruit growing and market gardening. Natural Resources—natural gas. Industries—lime kilns, planing, flour and grist mills, bottling, iron and furnace works, cement plant, elevator, machine shops and nickel refinery.

Citizen. Weekly. Publisher, Harry J. Shore. Est. 1899. Thursday. Independent. Subscription, $1.50 a year. 8 to 16 pages, 7 cols., 22 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,300**
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

PORT CREDIT, pop, 1,123. District—Peel. 13 miles southwest of Toronto. Railroads—C. N., T. & Y. R. Electric. Banks—Roy., Ster. Nearby Towns—Clarkson 4 miles, Oakville 9 miles. Country adapted for general farming and small fruit growing. Industries—large brick yards, starch factory, hydro-power plant and wagon works.

News. Weekly. Publisher, The Charters Publishing Co., Ltd. Est. 1909. Friday. Independent. Subscription, $1.00 a year, 6 to 8 pages, 7 cols., 20 inches.
Circulation . . . . . 1¼M.
100"—$21.00. 400"—$72.00. 1,000"—$180.00.

PORT DOVER, pop. 1,462. County—Norfolk. 72 miles southwest of Toronto, on Lake Erie. Railroads—C.N., L.E. & N. Elec. Banks—Roy., Ster. Colleges, etc.—High School. Fine summer resort. Nearby Towns—Simcoe 8 miles, Jarvis 9 miles. Country adapted for farming and fruit growing. Natural Resources—gas in abundance and water power. Industries—brick, cement and tile works, flour, saw, planing and knitting mills, apple evaporator, canning house, vinegar factory, foundry, machine shop and fishery.

Maple Leaf. Weekly. Publisher, Sam. H. Norris. Est. 1876. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

PORT ELGIN, pop. 1,291. County—Bruce. 113 miles northwest of Toronto, on Lake Huron. Railroad—C.N. Banks—Com., N.S. Colleges, etc.—High School. Nearby Towns—Southampton 5 miles, Paisley 15 miles. Country adapted for farming and fruit growing. More than 30,000 trees were planted here in 1914. Industries—sash, door, brick, brush, broom and baby carriage factories, tannery, nursery, pump and marble works, flour, several saw and planing mills.

Times. Weekly. Publisher, S. Roy Wesley. Est. 1876. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

PORT HOPE, pop. 4,456. County—Durham. 63 miles northeast of Toronto, at mouth of the Generaska River, on Lake Ontario. Good sheltered harbor. Railroads — C.N., C.P. Banks—Mtl., Tor., Roy., Midland Loan & Savings. Colleges, etc.—High School, Trinity College School. Nearby Towns—Cobourg 8 miles, Newcastle 14 miles. Country adapted for grain and winter apple growing, stock raising and dairying. Natural Resources—lake fish. Industries—Chalk, Thos. B.; Cosmos Chemical Co.; Dominion Canners, Ltd.; Hume, John & Son; Nicholson File Co.; Matthews Gravity Carrier Co., Ltd.; Port Hope Sanitary Mfg. Co., Ltd.; Port Hope Mat & Mfg. Co.; Rosevear, J. M. & Co.; Spooner, A. W.

Guide. Daily. Publishers, George Wilson & Son. Est. 1878. Evening. Liberal. Subscription, $3.00 a year. 4 pages, 6 cols., 20 inches. Circulation . . No report
100"—$20.00. 400"—$68.00. 1,000"—$120.00.

Guide. Weekly. Publishers, George Wilson & Son. Est. 1837. Friday. Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . No report
100"—$25.00. 400"—$60.00. 1,000"—$150.00.

Times. Daily. Publishers, Amalgamated Publishers, Ltd. Est. 1924. Evening. Conservative. Subscription, $3.00 a year. 4 pages, 7 cols., 15½ inches.
Circulation . . . . . See Note A.
1,000 l.—$20.00. 5,000 l.—$50.00. 10,000 l.—$100.00.

Times. Weekly. Publishers, Amalgamated Publishers, Ltd. Est. 1862. Friday. Conservative. Subscription, $2.00 a year. 4 pages, 7 cols., 15½ inches. Circulation . 1¼M.
1,000 l.—$20.00. 5,000 l.—$50.00. 10,000 l.—$100.00.

PORT PERRY, pop. 1,143. County—Ontario. 38 miles east of Toronto, on Lake Scugog. Railroad—C.N. Banks—Com., Stan. Nearby Towns—Uxbridge 8 miles, Oshawa 15 miles. Country adapted for farming, stock raising and fruit growing. Industries—saw, flour and planing mills, aerated water, pump and cement works, creamery, machine shop and greenhouses.

Star. Weekly. Publisher, Samuel Farmer. Est. 1865. Wednesday. Independent-Liberal. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. Average circulation for year ending Dec. 31st, 1923 875
100"—$12.00. 400"—$48.00. 1,000"—$120.00.

Canadian School Board Journal. Monthly. Publishers, Ont. School Trustees' and Ratepayers' Assn. Est. 1922. Educational. Subscription, $1.00 a year. 24 pages, 1 col., 7½ inches.

PORT ROWAN, pop. 672. County—Norfolk. 87 miles southwest of Toronto, on Lake Erie. Summer resort. Railroad—C.N. Banks—Com., Ster. Colleges, etc.—High School. Nearby Towns—Port Dover 16 miles, Houghton 11 miles. Country adapted for farming and fishing. Industries—grist and saw mills, furniture, woodenware, ironing board and tool factories, gunsmith works and elevator.

News. Weekly. Publisher, S. H. Harding. Est. 1893. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . No report

POWASSAN, pop. 614. District—Parry Sound. 170 miles north of Toronto, on the South River. Railroad—C.N. Bank—N.S. Nearby Towns—Callendar 12 miles, Trout Creek 9 miles. Country adapted for general farming and fishing. Is the market town for various outlying settlements, and the centre of the best farming section in the district. Natural Resources—lumber and water power. Industries—saw, flour and grist mills, sash and door factory, brick works and lumber yards.

News. Weekly. Publisher, J. B. Lake. Est. 1907. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . 1M.

PRESCOTT, pop. 2,636. County—Grenville. 203 miles northeast of Toronto. Transfer point for Canada Steamships Lines from lake to rapid steamers. Passenger and car ferry to Ogdensburg, N.Y. Railroads—C.N., C.P. Banks—Mtl., Roy. Colleges, etc.—High School. Nearby Towns—Brockville 11 miles, Cardinal 9 miles. Country adapted for mixed farming and dairying. Industries—T. W. Chamberlin Co.; Elliott, James S. & Son, Ltd.; Newell Mfg. Co.; Prescott Emery Wheel Co., Ltd.; Silver, Hugh & Son.

Journal. Weekly. Publishers, George W. Mason & Son. Est. 1847. Thursday. Liberal. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . No report

RAINY RIVER, pop. 1,444. District—Rainy River. 285 miles northwest of Toronto, on the Rainy River. Steamboat connection with points on Lake of Woods and on the Rainy River. Railroad—C.N. Bank—Com. Nearby Towns—Sleemans 6 miles, Pinewood 20 miles. Country adapted for mixed farming, lumbering and fishing. Natural Resources—lumber, fish and stone. Industries—stave, saw and planing mills, large lumber yards, power plant and repair shop.

Record. Weekly. Publisher, V. H. Ricci. Est. 1919. Thursday. Independent. Subscription, $2.00 a year. 10 pages, 6 cols., 20 inches. Circulation . . No report
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

RENFREW, pop. 4,906. County—Renfrew. 183 miles northeast of Toronto, on the Bonnechere River. Railways—C. P., C. N., K. & P. Banks—N.S., Mtl., Roy. Colleges, etc.—Collegiate Institute and Convent. Nearby Towns—Eganville 23 miles, Arnprior 17 miles. Country adapted for farming, dairying and lumbering. Natural Resources—stone, lumber, graphite and water power . Industries — Dean, Noble & Son; Fraser, A. & Son; Jamieson Lime Co.; Logan Woollens, Ltd.; O'Brien, M. J., Ltd.; Renfrew Creamery Co., Ltd.; Renfrew Electric Products, Ltd.; Renfrew Flour Mills, Ltd.; Renfrew Machinery Co., Ltd.; Renfrew Mfg. Co., Ltd.; Renfrew Refrigerator Co., Ltd.; Renfrew Textile Co., Ltd.; Renfrew Woollen Mills.

Mercury. Weekly. Publishers, W. R. Davies. Est. 1871. Friday. Independent-Liberal. Subscription, $2.00 a year. 8 pages, 8 cols., 21¾ inches. Average circulation for year ending Dec. 31st, 1923 4,240
1,000 1.—$25.00. 5,000 1.—$100.00. 10,000 1.—$200.00.

RICHARD'S LANDING, pop. 300. District—Algoma. 385 miles northwest of Toronto, on St. Joseph's Island, on the Georgian Bay. Steamboat connections with mainland. Railroad station at Desbarats. Bank—Imp. Colleges, etc.—High School. Nearby Towns—Desbarats 6 miles, Bruce Mines 15 miles. Country adapted for farming. Natural Resources—minerals and lumber. Industries—grist and saw mills, and foundry.

St. Joe Herald. Weekly. Publisher, C. A. Rickaby. Est. 1900. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation for year ending Dec. 31st, 1923 500
100"—$15.00. 400"—$60.00. 1,000"—$120.00.

RICHMOND HILL, pop. 1,055. County—York. 10 miles north of Toronto. Railroads—C.N., Metr. Elec. Banks—Stan., Ster. Colleges, etc.—High School. Nearby Town—Aurora 9 miles. Country adapted for farming and dairying. Industries—planing, flour and saw mills, patent medicine house, sash factory, carriage works, several greenhouses and grain elevator.

Liberal. Weekly. Publisher, T. F. McMahon. Est. 1878. Thursday. Liberal. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Average circulation for year ending Dec. 31st, 1923 820

RIDGETOWN, pop. 1,855. County—Kent. 150 miles southwest of Toronto. Railroads—M.C., P.M. Banks—Mol., Union, Roy. Colleges, etc.—Collegiate Institute. Nearby Towns—

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ST. CATHARINES, ONT.

H. B. BURGOYNE, Managing-Director.

RIDGETOWN—(Continued)
Highgate 5 miles, Chatham 15 miles. Country adapted for farming, fruit and tobacco growing. Industries—evaporator, broom, brush, brick, carriage, pump and basket factories, flour, saw and planing mills, cement works, cannery and greenhouses.

Dominion. Weekly. Publisher, E. V. Bingham. Est. 1895. Thursday. Conservative. Subscription, $1.50 a year. 8 pages, 7 cols., 19¾ inches. Circulation . . . 1¾M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

RIDGEWAY, pop. 800. County—Welland. 55 miles south of Toronto, on Lake Erie. Railroad—C.N. Banks—Imp., Mol., Union. Nearby Towns—Welland 12 miles, Port Colborne 10 miles. Country adapted for farming and fruit growing. Industries—flour, saw and planing mills, cement block, pump and aerated water works, sash, door and carriage factories, lumber yards and machine shop.

Herald. Weekly. Published in Bridgeburg in combination with the Bridgeburg Review and the Fort Erie Times, and included in circulation rating.

RIPLEY, pop. 650. County—Bruce. 113 miles northwest of Toronto. Railroad—C.N. Bank—Roy. Nearby Towns—Kincardine 9 miles, Lucknow 8 miles. Country adapted for mixed farming, dairying and stock raising. Industries—chopping, flax, and planing mills, gas producing works and repair shop.

Express. Weekly. Publisher, George H. Mooney. Est. 1889. Thursday. Independent-Liberal. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,000**
100"—$15.00. 400"—$40.00. 1,000"—$100.00.

RODNEY, pop. 756. County—Elgin. 137 miles southwest of Toronto. Railroads—M.C., P.M. Banks—Roy., Union. Nearby Towns—West Lorne 5 miles, Highgate 10 miles. Country adapted for farming, fruit and bean growing and market gardening. Industries—casket, saw and planing mills, pump and brick works, seed houses and lumber yards.

Mercury. Weekly. Publisher, E. Lashbrook. Est. 1883. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . 1 M.
100"—$13.00. 400"—$40.00. 1,000"—$100.00.
Publishes also West Lorne Elgin Sun.

RUSSELL, pop. 600. County—Russell. 225 miles northeast of Toronto, on the Castor River. Railroad—O. & N.Y. Banks—N.S., Hoch. Nearby Towns—Ottawa 19 miles, Springhill 8 miles. Country adapted for mixed farming and dairying. Industries—machine shop, brick and chemical works, dairy, several cheese and carriage factories.

Leader. Weekly. Publisher, Geo. S. Duncan. Est. 1899. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols., 19¾ inches. **Average sworn circulation for year ending Dec. 31st, 1923. . . . . 850**
100"—$35.00. 400"—$60.00. 1,000"—$150.00.

ST. CATHARINES, pop. 19,881. County—Lincoln. 36 miles south of Toronto, on the Welland Canal. Daily steamboat connections to all points. Railroads — C. N., N. St. C. & T. Elec. Banks—Com., Dom. ,Imp., N.S., Mtl., Roy., Union Ster., Tor. Colleges, etc.—Ridley College, Collegiate Institute, 5 Separate and 13 Public Schools. Nearby Towns—Port Dalhousie 5 miles, Niagara Falls 10 miles. Country adapted for fruit growing and all kinds of farming. Centre of Niagara fruit belt. 27 miles of paved streets, 48 miles of sewers. Natural Resources — power. Industries—Bissonnette, Joy & Co.; Canada Haircloth Co.; Canadian Consolidated Corporation; Canadian Crocker-Wheeler Co., Ltd.; Canadian Vegetable Parchment Co., Ltd.; Canadian Warren Axe & Tool Co., Ltd.; Conroy Machine Co.; Coy Bros.; Dominion Hair Cloth Co.; Ensign Refining Co.; Garden City Paper Mills Co., Ltd.; Gourlay, S. P.; Hattey, L. & Co.; Kinleith Paper Mills, Ltd.; Lin-

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Member A. B. C.

ST. CATHARINES—(Continued)

coln Motors; Lord & Burnham Co., Ltd.; McBride, J. M. & Sons; McCordick, Frank C.; McKinnon Columbus Chain, Limited; McKinnon Industries, Ltd.; Moyer Bros., Ltd.; Niagara Dairy Products Co., Ltd.; Packard Electric Co., Ltd., The; Ontario Grape Growing & Wine Manufacturing Co., Ltd.;; Paxton & Bray; Reo Garage Co.; St. Catharines Brass Works; St. Catharines Paper Box Company; St. Catharines Silk Mills, Ltd.; Shurley, T. F. & Co., Ltd.; Taylor & Bates; Welch Co., Ltd.; Welland Vale Mfg. Co., Ltd.; Wethey, J. H. ,Ltd.; Whiting, A. S. Mfg. Co., Ltd.; Widdicombe, A.; Wise, Henry; Woods Brothers.

Standard. Daily. Publishers, The St. Catharines Standard, Ltd. Est. 1891. Evening. Conservative. Subscription, $5.00 a year. 10 to 24 pages, 8 cols., 20 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . . 9,287**
1,000 l.—$40.00. 5,000 l.—$175.00. 10,000 l.—$350.00.

The St. Catharines Standard's daily average circulation for three months ending Sept. 30, 1923, was 9,705, which was a very gratifying increase. The Standard reaches 95% of the homes in St. Catharines, about 85% of the homes in Merriton, Thorold, Port Dalhousie and Niagara-on-the-Lake; and also over 60% of the homes in the rural mail deliveries out of St. Catharines. Sample copy, rate cards and circulation statement gladly forwarded on application. See advertisement. (Publisher's Statement.)

ST. MARY'S, pop. 3,847. County—Perth. 95 miles southwest of Toronto, on the River Thames. Railroads—C.P., C.N. Banks—Mtl., Mol., Roy. Colleges, etc.—Collegiate Institute. Nearby Towns — Stratford 12 miles, London 25 miles. Country adapted for general farming, dairying and fruit growing. Natural Resources—limestone, cement clay and lumber. Industries—Baird, Daniel C.; Butcher, F. E.; Campbell, D. S.; De Long Hook & Eye Co. of Canada, Ltd.; Moore, J. D. Co., Ltd.; Richardson, C., & Company; St. Mary's Cement Co.; St. Mary's Wood Specialty Co., Ltd.; White & May Co., Ltd.; Thames Quarry Co.

Journal-Argus. Weekly. Publisher, John W. Eedy. Est. 1855. Thursday. Independent-Conservative. Subscription, $2.00 a year. 8 to 12 pages, 8 cols., 22 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 3,227**
100"—$30.00. 400"—$100.00 1,000"—$250.00.

For almost seventy years The Journal and The Argus have been the only papers published in the prosperous town of St. Mary's, with its population of 4,000 people. These two papers amalgamated form The Journal-Argus of today. That its circulation is not confined to the town, but circulates largely in the surrounding rich farming, dairying and fruit-growing district, is evidenced by its sworn circulation of almost 3,500. There are few papers in Canada covering such a large number of prosperous buyers as the Journal-Argus reaches. (Publisher's Statement.)

ST. THOMAS, pop. 16,026. County—Elgin. 115 miles southwest of Toronto. Railroads—C.P., Wab., C.N., M.C., P.M., L. & L. E. Elec. Banks—Dom., Roy., Imp., Mtl., Mol., Com. Nearby Towns—London 18 miles, Iona 11 miles. Country adapted for mixed farming, cattle raising and fruit growing. Industries—Canada Wood Products Co.; Canadian Woodenware Co.; Dominion Brake Shoe Co., Ltd.; Elgin Handle Co.; Empire Flour Mills, Ltd.; Erie Iron Works, Ltd.; Green Lumber Co., Ltd., The; Honsinger Cigar & Tobacco Co., Ltd.; National Woodenware Co.; Norseworthy Co., Ltd.; Nu-way Stretch Suspender Co., Ltd.; Oldreive, G. A.; Peerless Handle & Broom Supply Co.; Ponsford, Geo. A.; St. Thomas Bronze Co., Ltd.; St. Thomas Metal Signs, Ltd.; St. Thomas Metallic Vault Co., Ltd.; St. Thomas Packing Co., Ltd.; Sanders & Bell, Ltd.; Still, J. H., Mfg. Co.; Talbot Shoe Co., Ltd.

Times-Journal. Daily. Publishers, Times-Journal Co., Ltd. Est. 1882. Evening. Independent. Subscription, $4.50 and $6.00 a year. 10 to 24 pages, 8 cols., 21¾ inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . 8,143**
1,000 l.—$45.00. 5,000 l.—$175.00. 10,000 l.—$300.00.

ST. THOMAS—(Continued)

[illegible] copies were printed on March 13th, 1924, this being the average [illegible] some over 1,200 subscribers in arrears not being included in A.B.C. net paid. The Times-Journal is the only daily published in St. Thomas or Elgin County. Metropolitan in style and contents and the home paper of 50,000 people. National advertisers can cover this field thoroughly and only by the Times-Journal, which is the only daily reaching 90% of the people. (Publisher's Statement.)

Municipal World. Monthly. Publishers, Municipal World, Ltd. Est. 1891. Municipal affairs. 1st of month. Subscription, $1.00 a year. 24 pages and more, 2 and 3 cols., 10 inches. **Total net paid circulation for 12 mos. ending Dec. 31st, 1923, as per A.B.C. Auditor's Report . 4,371**
One page, one time—$45.00.

SARNIA, pop. 14,877. County—Lambton. 157 miles southwest of Toronto, on the St. Clair River. Connected to Port Huron, Mich., by the famous St. Clair Tunnel. Port of call for the lakes lines. Railroads—C.N., P.M. Banks—Dom., Com., Mtl., N.S., Tor., Roy. Nearby Towns—Petrolia 14 miles, Forest 21 miles. Country adapted for mixed farming, dairying, fruit and tobacco growing. Natural Resources—fish, salt. Industries—Cleveland Sarnia Saw Mills Co., Ltd.; Doherty Mfg. Co., Ltd.; Dominion Salt Co.; Goodison John, Thresher Co., Ltd.; Hayne, John J.; Hayne Milling Co., Ltd.; Holmes Foundry Co., Ltd.; Johnston Ideal Halter Co.; King Milling Co., Ltd., The; Lawrence Lumber Co.; Mueller, H. Mfg. Co.; Perfection Stove Co., Ltd.; Robertson, H. H. Co., Ltd.; Sarnia Fence Co., Ltd.; Sarnia Street Railway Co., Ltd.; Stuart, Limited.

Canadian Observer. Daily. Publishers, Canadian Observer, Ltd. Est. 1895. Evening. Independent. Subscription, $5.00 a year. 8 to 10 pages, 8 cols., 21 inches. **Total net paid circulation for 6 mos. ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . . 4,669**
1,000 l.—$50.00. 5,000 l.—$175.00. 10,000 l.—$225.00.

SAULT STE. MARIE, pop. 21,092. District—Algoma. 315 miles northwest of Toronto, at entrance to Lake Superior. Important port of call for lake steamers. Railroads—C.P., A.C. & H.B. Banks—Com., Imp., Mtl. ,Roy. Nearby Towns—Steelton 5 miles, Bar River 19 miles. Country adapted for farming, mining and lumbering. Natural Resources—iron, copper, gold, silver, lumber, and water power. Industries—Algoma Steel Corporation, Ltd.; Brown & Bigelow, Ltd.; Canadian Barker Co., Ltd.; Dominion Grocery Co., Ltd.; Dominion Tar & Chemical Co., Ltd.; Fiborn Limestone Co.; Hesson, W. J. & Co.; Lake Superior Corporation; Lake Superior Paper Company, Limited; McPhail & Wright Construction Co., Limited; Northern Foundry & Machine Co.; Soo Falls Brewing Co., Ltd.; Spanish River Pulp & Paper Mills, Ltd.; Thayer, W. I.

Star. Daily. Publishers, Sault Star, Ltd. Est. 1912. Evening. Independent. Subscription, $4.00 a year. 10 to 16 pages, 7 cols., 21 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 4,392**
1,000 l.—$35.00. 5,000 l.—$125.00. 10,000 l.—$250.00.

News. Weekly. Publishers, The Cliffe Printing Co. Est. 1912. Friday. Conservative. Subscription, $1.50 a year. 6 pages, 6 cols., 19½ inches. Circulation . . . ½M.

Algoma Missionary News. Monthly. Publishers, The Cliffe Printing Co. Est. ——. Anglican. Religious. 1st of month. Subscription, 50c a year. 16 pages, 6 and 9 inches.

Church Bells. Monthly. Publishers, The Cliffe Printing Co. Est. ——. Religious. Anglican. Subscription, 50c a year.

SEAFORTH, pop. 1,829. County—Huron. 103 miles west of Toronto. Railroad—C.N. Banks—Com., Dom. Colleges, etc.—Collegiate Institute. Nearby Towns—Clinton 9 miles, Mitchell 11 miles. Natural Resources—salt, sand and clay. Country adapted for mixed farming, stock raising and fruit growing. Industries—oat meal, flour, flax, grist and planing

SEAFORTH—(Continued)
mills, wagon, engine, thresher, sash, door, furniture, legging and clothing factories, brick and tile yards, tannery, creameries, marble, pump and aerated water works.

Huron Expositor. Weekly. Publishers, McLean Bros. Est. 1860. Friday. Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 3,100
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

News. Weekly. Publisher, J. F. Snowdon. Est. 1878. Thursday. Conservative. Subscription, $1.50 a year. 8 pages, 7 cols., 19¾ inches. Circulation . . . 1½M.
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

SHELBURNE, pop. 1,072. County—Dufferin. 52 miles northwest of Toronto. Railroad—C.P. Banks—Tor., Union. Nearby Towns—Orangeville 16 miles, Dundalk 12 miles. Country adapted for mixed farming and stock raising. Natural Resources—water power and stone quarries. Industries—pump works, planing and flour mills, and tannery.

Economist. Weekly. Publisher, T. F. E. Claridge. Est. 1883. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 19¾ inches. Circulation . . No report
100"—$20.00. 400"—$60.00. 1,000"—$150.00.

Free Press. Weekly. Publisher, Mrs. Sarah Mortimer. Est. 1875. Thursday. Conservative. Subscription, $1 50 a year. 8 pages, 7 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,200
100"—$20.00. 400"—$60.00. 1,000"—$150.00.

SIMCOE, pop. 3,953. County—Norfolk. 72 miles southwest of Toronto, on the River Lynn. Railroads—C.N., Wabash, L. E. & N. Elec. Banks—Mol., Roy., Com. Colleges, etc.—High School. Nearby Towns — Jarvis 10 miles, Delhi 10 miles. Country adapted for fruit and vegetable growing. Natural Resources—gas wells. Industries—Norfolk Memorial Works, Brook Woollen Co. of Simcoe, Ltd.; Lea Bros.; pickles; Quance Bros., Ltd.; St. Williams Fruit Preservers, Ltd.; Simcoe Mitt & Glove Co., Ltd.; Dominion Canners, Ltd.; Simcoe Wool Stock Co.; J. B. Jackson, Ltd.; Wm. Sutton; Stalker Engineering Co.; West, Peachey & Sons; Wilkie Products, Ltd.

British Canadian. Weekly. Publishers, W. Y. Wallace. Est. 1860. Wednesday. Conservative. Subscription, $1.50 a year. 8 to 12 pages, 6 cols., 19¾ inches.
Circulation . . . . . No report

Reformer. Weekly. Publishers, Pearce Publ. Co., Ltd. Est. 1858. Thursday. Liberal. Subscription, $2.00 a year. 16 pages, 6 cols., 19¾ inches. Detailed average circulation for year ending Dec. 31st, 1923 3,940
100"—$25.00. 400"—$100.00. 1,000"—$250.00.
Publishes also Star, Waterford, Ont.

SIOUX LOOKOUT, pop. 1,127. District—Kenora. 600 miles northwest of Toronto, on main line of C.N.R. Bank—Imp. Nearby Town—McDougalls Mill 19 miles. Country adapted for mining, lumbering, fur trapping and fishing.

Lookout. Weekly. Publisher, W. J. Westram. Est. 1923. Thursday. Independent. Subscription, $2.00 a year. 8 to 10 pages, 4 cols., 13 inches. Circulation. See Note A.

SMITH'S FALLS, pop. 6,790. County—Lanark. 187 miles northeast of Toronto, on the Rideau Canal. Popular summer resort at Rideau Lake, 7 miles distant. Railroads—C.P., C.N. Banks—Union, Mol., N.S., Com. Colleges, etc—Collegiate Institute. Nearby Towns—Merrickville 10 miles, Perth 12 miles. Country adapted for farming. Natural Resources—good water power. Industries—Canadian Cooperage Mfg. Co., Ltd.; Clark & Lewis; Frost & Wood Co., Ltd.; Cameron & Leacock; Jones Packing & Provision

A Thickly Populated District in Ontario

STRATFORD is the centre of one of the best farming districts in Ontario, the soil being rich and the farmers prosperous. Within a 12-mile radius are the following prosperous centres: Mitchell, St. Marys, Shakespeare, Sebringville, Tavistock, Listowel, a thriving town in Perth County, is 25 miles north.

Stratford is an important divisional point on the Montreal-to-Chicago line of the Canadian National Railways, being the headquarters of the largest C.N.R. division in Ontario. It is 88 miles west of Toronto and 81 miles east of Port Huron. It is practically the hub of the Western Ontario Peninsula, the most thickly populated district in Ontario.

Stratford is known as "The Home of Good Furniture," there being nine furniture manufacturing concerns. It has the Canadian National Locomotive Shops, the most up-to-date in Canada, giving employment to 1,200 men. Threshing machines, flour mill machinery and brass goods are also manufactured in Stratford. Three large knit goods factories give employment to 600 girls. Other industries include lithographing, flour mills, felt boots, pork packers, woollen mills, saddlery, leather luggage, household electrical appliances, etc.

The Stratford Beacon-Herald, with its A.B.C. sworn net paid circulation of 6,362 and total distribution of 7,300, is the only publication which thoroughly covers this prosperous field. On May 1, 1923, The Stratford Beacon and The Stratford Herald were consolidated. In making up your advertising appropriation you cannot neglect the rich territory which The Beacon-Herald covers. Rate cards and other particulars gladly furnished upon request.

THE BEACON-HERALD
of Stratford, Limited.

STRATFORD, ONT.

SMITH'S FALLS—(Continued)

Co., Ltd.; Rideau Specialty Co.; Smith's Falls Malleable Casting Co.; Soper, Allan & Co.

The Record-News. Semi-weekly. Publishers, The Record-News Press of Smith's Falls, Limited. Est. 1887. Tuesday and Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 21½ inches. Circulation . 2¾M.
100"—$25.00. 400"—$88.00. 1,000"—$220.00.

SMITHVILLE, pop. 800. County—Lincoln. 43 miles south of Toronto. Railroad—T.H. & B. Banks—Roy., Union. Nearby Towns—Hamilton 20 miles, Welland 16 miles. Country adapted for fruit growing and general farming. Industries—grist, saw and two planing mills, foundry, creamery and electric power plant.

Review. Weekly. Publisher, A. T. Michell. Est. 1916. Thursday. Local. Subscription, $1.50 a year. 8 to 12 pages, 6 cols., 20 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,075**
100"—$20.00. 400"—$60.00. 1,000"—$150.00.

SOUTHAMPTON, pop. 1,537. County—Bruce. 150 miles northwest of Toronto. Harbor of refuge for Lake Huron, at mouth of the Saugeen River. Favored summer resort. Railroad—C.N. Bank—Com. Colleges, etc.—High School. Nearby Towns—Port Elgin 4 miles, Paisley 15 miles. Country adapted for fruit growing and farming. Natural Resources—fish, lumber and mineral water. Industries—several furniture and woodworking factories, saw and planing mills, iron and wagon works, fishery, repair shop and electric power plant.

Beacon. Weekly. Publisher, E. E. Short. Est. 1887. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . ¾M.
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

SOUTH MOUNTAIN, pop. 400. County—Dundas. 213 miles northeast of Toronto, on the Nation River. Nearest railroad station at Mountain. Bank—N.S. Nearby Towns —Dunbar 16 miles, Mountain 4 miles. Country adapted for farming and dairying. Industries—saw, planing and grist mills, furniture and several cheese factories.

Herald. Weekly. Publisher, H. E. Barry. Est. 1890. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 22 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 654**
100"—$13.00. 400"—$44.00. 1,000—$110.00.

SOUTH PORCUPINE, pop. 1,500. District—Temiskaming. 480 miles north of Toronto, on the Mettagami River. Business centre of the gold mining district. Railroad—T. & N. O. Banks—Tor., Imp. Country adapted for lumbering and mining. Natural Resources—lumber, gold, iron and silver. Industries—several electrical and mining machinery works, lumber yards, several bottling and aerated water works.

Press. Weekly. Publisher, E. H. McMahon. Est. 1923. Saturday. Independent. Subscription, $1.50 a year. 8 pages, 4 cols., 14 inches. Circulation . . Note A.

STAYNER, pop. 972. County—Simcoe. 64 miles northwest of Toronto. Railroad—C. N. Banks — Tor., Mtl. Nearby Towns—Angus 13 miles, Collingwood 9 miles. Country adapted for mixed farming, dairying and stock raising. Industries—chopping, flour and cider mills, brick yards, repair shop and implement warehouses.

Sun. Weekly. Publishers, Coles and Porter. Est. 1876. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report

STIRLING, pop. 844. County—Hastings. 92 miles northeast of Toronto. Railroad—C.N. Banks—Mtl., Union. Colleges, etc.—High School. Nearby Towns — Belleville 16 miles, Trenton 16 miles. Country adapted for general farming and dairying. Industries—flour mill, harness, box and several cheese factories, creamery, carriage shops and marble works.

News-Argus. Weekly. Publisher, Allan Donnell. Est. 1879. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . ¾ M.

STOUFFVILLE, pop. 1,053. County—York. 24 miles north of Toronto. Railroad—C. N. Banks—N. S., Stan. Nearby Towns—Aurora 11 miles, Claremont 7 miles. Country adapted for mixed farming, dairying, stock raising. Industries—planing, saw and chopping mills, machine repair shop, pump, carriage and marble works, wicker furniture, sash, door, cheese and vinegar factories, large greenhouses and power plant.

Tribune. Weekly. Publisher, A. V. Nolan. Est. 1888. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19½ inches. Circulation . . . ¾ M.
100"—$15.00.

STRATFORD, pop. 16,094. County—Perth. 88 miles west of Toronto, on the Avon River. Railroads—C.N., G. B. & L.E. Banks—Com., N.S., Mtl., Roy., Tor. Colleges, etc.—9 Public and Separate Schools, Collegiate Institute and Manual Training School. Nearby Towns—New Hamburg, 7 miles, Woodstock 20 miles. Country adapted for farming and dairying. Industries—Avon Hosiery, Ltd.; Ballantyne, R. M., Ltd.; Bradshaw, J. L.; Corrugated Pipe Co., Ltd.; Farquharson, Gifford Co., Ltd.; Ferguson, Duncan Co., Ltd.; Globe-Wernicke Co., Ltd. ;Griffith, G. L. & Son; Imperial Rattan Co., Ltd.; Kalbfleisch Bros.; Kroehler Mfg. Co., Ltd.; Macdonald Thresher Co., Ltd.; McLagan Furniture Co., Ltd.; McLagan Phonograph Corp., Ltd.; Stone's, Wm. Sons, Ltd.; Stratford Brass Co., Ltd.; Stratford Brick, Tile & Lumber Co.; Stratford Bridge & Iron Works Co., Ltd.; Stratford Chair Co.; Stratford Dairy Co., Ltd.; Stratford Mfg. Co., Ltd.; Stratford Paper Box Co.; Thurston, W. J.; Whyte Packing Co., Ltd.; Williams-Trow Knitting Co., Ltd.

Beacon-Herald. Daily. Publishers, Beacon-Herald of Stratford ,Ltd. Est. 1887. Evening. Independent. Subscription, $6.00 a year. 8 to 16 pages, 7 cols., 20½ inches. **Total**

STRATFORD—(Continued)

net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . . 6,362

1,000 l.—$37.50. 5,000 l.—$137.50. 10,000 l.—$250.00.

Living conditions in Stratford are exceptionally good, attracting and retaining a splendid class of help. Strikes in the city are scarce, and most cordial relations exist between employer and employee. The trading area extends north to Listowel, west to St. Mary's (In this area are many of the finest farms in Ontario), south to Tavistock, east to Hamburg, northwest to Seaforth. Within this area are large farms and dairies, and at least 20 prosperous towns and villages, whose trading centre is Stratford. The Stratford Beacon-Herald is the only daily which thoroughly covers this field. (Publisher's Statement.)

Beacon-Herald. Weekly. Publishers, Beacon-Herald of Stratford, Ltd. Est. 1854. Thursday. Independent. Subscription, $2.00 a year. 12 pages, 7 cols., 20½ inches.

1,000 l.—$37.50. 5,000 l.—$137.50. 10,000 l.—$250.00.

STRATHROY, pop. 2,691. County—Middlesex. 126 miles southwest of Toronto, on the Sydenham River. Railroad—C.N. Banks—Com., Stan., Roy. Colleges, etc.—Collegiate Institute. Nearby Towns—London 20 miles, Glencoe 15 miles. Country adapted for farming, stock raising and dairying. Industries — Andrews Wire Works of Canada, Ltd.; Bogue, James R.; Butler, James; Canadian Handle Mfg. Co., Ltd.; Donaldson, S. S.; Grundy Bros.; Middlesex Furniture Co.; Nicholson, R. W.; Pincombe, Richard M.; Strathroy Canning & Preserving Co.; Strathroy Furniture Co., Ltd.

Age-Dispatch. Weekly. Publishers, Evans Bros. Est. 1866. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 2,300**

100"—$20.00. 400"—$64.00. 1,000"—$140.00.

STREETSVILLE, pop. 615. County—Peel. 18 miles west of Toronto, on the Credit River. Railroad—C.P. Bank—N.S. Colleges, etc.—High School. Nearby Towns—Brampton 9 miles, Milton 11 miles. Country adapted for farming. Natural Resources—good water power. Industries—flour, woolen and saw mills, pump and carriage works, machine shop, seed house and several brick yards.

Review. Weekly. Publisher, O. R. Church. Est. 1846. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report

STURGEON FALLS, pop. 4,125. District—Nipissing. Railroad—C.P. Banks—Hoch., Roy. Nearby Towns—North Bay 28 miles, Sudbury 56 miles. Country adapted for mining and lumbering. Industries—saw, planing, flour, pulp and paper mills.

Le Nouvelle Ontario. (French.) Weekly. Publishers, l'Imprimerie Régionale. Est. 1924. Saturday. Independent. Subscription, $1.00 a year. 4 pages, 3 cols., 12 by 2½ inches. Circulation . . . . . See Note A.

SUDBURY, pop. 8,621. District—Sudbury. 228 miles north of Toronto. Railroads—C.P., C.N. A.E.R. Banks—Mtl., Ster., Roy., Tor., Com., N.S., Hoch. Colleges, etc.—High School, Technical and Mining School and Sacred Heart College. Nearby Towns — Copper Cliff 3 miles, Romford 8 miles. Country adapted for mining and lumbering. Natural Resources—copper, nickel, iron and lumber. Sudbury is the centre of what is known as the Sudbury nickel district, where large smelting plants are situated. Industries—British-American Nickel Corporation, Ltd.; Caswell Lumber Co., Ltd.; Evans & Co., Ltd.; International Nickel Co.; National Grocers, Ltd.; Mond Nickel Co.; New Ontario Bottling Works, Ltd.; Sudbury Construction & Machinery Co., Ltd.; Wahnapitae Power Co., Ltd.

Star. Semi-weekly. Publishers, Star Publishers, Ltd. Est. 1909. Wednesday and Saturday. Independent. Subscription, $3.00 a year. 8 to 16 pages, 8 cols., 21½ inches. Average circulation for year ending Dec. 31st, 1923 . 5,600

1,000 l.—$50.00. 5,000 l.—$150.00. 10,000 l.—$300.00.

Vapaus. (Finnish.) Tri-weekly. Publishers, Vapaus Pub. Co. Est. 1917. Monday, Wednesday and Saturday. Organized Finnish Labor. $4.00 a year. 7 cols., 20 inches.

100"—$35.00.

SUNDRIDGE, pop. 423. District—Parry Sound. 180 miles north of Toronto. Railroad—C.N. Bank—Roy. Nearby Towns—South River 6 miles, Trout Creek 10 miles. Tourist centre on shores of Lake Bernard. Country adapted for general farming, dairying and lumbering. Natural Resources—mines and lumber. Industries—planing and saw mills, lime kilns and veneer factory.

Echo. Weekly. Publisher, Wright & Co. Est. 1890. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18½ inches. Circulation . . . ½ M.
100"—$15.00. 400"—$48.00. 1,000"—$100.00.

TARA, pop. 545. County—Bruce. 140 miles northwest of Toronto, on the River Aux Sables. Railroad—C.N. Bank—Mtl. Nearby Towns—Owen Sound 15 miles, Port Elgin 16 miles. Country adapted for general farming, dairying, fruit growing and cattle raising. Industries—woolen, saw, chopping and flour mills, foundry, creamery, marble works, sash and door factory, lumber yards and implement warehouses.

Leader. Weekly. Publishers, H. A. VanDusen & Son. Est. 1881. Thursday. Independent-Conservative. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches.
Circulation . . . . . 1M.
100"—$20.00. 400"—$64.00. 1,000"—$160.00.

TAVISTOCK, pop. 1,011. County—Oxford. 79 miles southwest of Toronto. Railroad—C. N. Banks—Mtl., Stan. Nearby Towns—Stratford 7 miles, Woodstock 14 miles. Country adapted for mixed farming, dairying and stock raising. Industries—woolen, flour, flax and grist mills, broom, furniture, stave, box and cheese factories, machine shop, carriage and brick works, and electric power plant.

Gazette. Weekly. Publisher, L. W. Appel. Est. 1895. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 750**
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

TEESWATER, pop. 829. County—Bruce. 110 miles west of Toronto, on the Teeswater River. Railroad—C.P. Banks—Com., Mol. Nearby Towns—Wingham 10 miles, Walkerton 16 miles. Country adapted for grain and fruit growing and grazing. Industries—foundry, grist, flour, planing and saw mills, hydro power plant, creamery, iron, lime and plaster works.

News. Weekly. Publisher, Geo. K. Brown. Est. 1874. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 750
100"—$20.00. 400"—$64.00. 1,000"—$160.00.

THAMESVILLE, pop. 800. County—Kent. 153 miles southwest of Toronto, on the Thames River. Railroads—C.N., C.P., Wabash. Banks—Mtl., Dom. Nearby Towns—Chatham, 15 miles, Bothwell 7 miles. Country adapted for mixed farming, dairying, apple growing and stock raising, tobacco and corn growing. Natural Resources—oil and lumber. Industries—brick and tile works, creamery, canning house, saw, planing and flour mills, cereal factory and repair shop.

Herald. Weekly. Publisher, Ross V. McGuire. Est. 1886. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¼ inches. Circulation . . . 1M.
100"—$17.00. 400"—$60.00. 1,000"—$120.00.

THESSALON, pop. 1,651. District—Algoma. 285 miles northwest of Toronto, on C.P.R., and north shore of Lake Huron. Railroad—C.P.R. Bank—Imp. Nearby Towns—Dayton 10 miles, Bruce Mines 5 miles, Desbarats 28 miles. Industries—copper and silver mining, box and basket factories, planing mills, foundry, lumbering, fishing.

Algoma Advocate. Weekly. Publisher, Duncan McMillan. Est. 1888. Thursday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 6 cols., 19½ inches. **Average**

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A. C. Batten, President and General Manager, Toronto.

THESSALON—(Continued)

sworn circulation for year ending Dec. 31st, 1923 . 830
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

THORNBURY, pop. 820. County—Grey. 82 miles northwest of Toronto, on the Beaver River. Railroad—C. N. Banks—Mtl., Tor. Nearby Towns—Collingwood 14 miles, Meaford 10 miles. Country adapted for mixed farming, fruit growing and stock raising. Industries—chemical, pump, carriage and gasoline engine works, evaporator, oatmeal, shingle, flour and planing mills, marble quarry and repair shop.

Review-Herald. Weekly. Publishers, Hal. B. Watson. Est. 1872. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . No report

TILBURY, pop. 1,673. County—Kent. 179 miles southwest of Toronto. Railroads—C.P., M.C. Banks—Prov., Mtl. Nearby Towns—Chatham 16 miles, Comber 7 miles. Country adapted for farming and stock raising. Industries—flax, grist and planing mills, sash, door, handle and auto top factories, foundry, brick and tile works, canning house and machine shop.

Times. Weekly. Publisher, W. A. Shaw. Est. 1884. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report.

TILLSONBURG, pop. 2,974. County—Oxford. 96 miles southwest of Toronto. Railroads—C.P., C.N., M.C., Wab. Banks—Roy., Stan., Com. Nearby Towns—Ingersoll 16 miles, Aylmer 16 miles. Country adapted for mixed farming and dairying. Industries—Borden Co., Ltd.; Huntley Mfg. Co., Ltd., The; Lorne Tractors, Ltd.; Maple Leaf Harvest Tool Co., Ltd.; Tilsonburg Shoe Co., Ltd.; Waller, T. C. & Sons.

The News. Weekly. Publishers, The News Printing Company, Limited. Est. 1920. Thursday. Independent. Subscription, $1.50 a year. 10 to 16 pages, 6 cols., 20 inches. Circulation . . . . . 2¾M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

TIMMINS, pop. 3,843. District—Temiskaming. 490 miles north of Toronto. Railroad—T. & N. O. Banks—Mtl., Com., Dom., Imp. Country adapted for lumbering and mining. Natural Resources—lumber, gold, silver, asbestos and copper. Industries—smelters, planing mill, power plant, coca-cola works.

Free Press. Semi-weekly. Publisher, N. G. NeVille. Est. 1923. Tuesday and Friday. Subscription, $2.50 a year. 8 to 12 pages, 6 cols., 20 inches. Circulation. See Note A.

Advance. Weekly. Publisher, George Lake. Est. 1912. Wednesday. Independent. Subscription, $2.00 a year. 8 to 24 pages, 6 cols., 19¼ inches. Average circulation for year ending Dec. 31st, 1923 1,635
100"—$40.00. 400"—$133.33. 1,000"—$333.33.

The Porcupine Advance is the paper of the Porcupine—Canada's greatest gold camp and the home of the famous Hollinger Mine. Paid up circulation is 2,000, of which 1,000 copies are sold weekly on the news stands. The Advance goes into practically all the homes, business places, mine offices, etc., in the district. Timmins is an up-to-date town with all modern accommodations and a prosperous people. Bank clearings are equivalent to a city of 60,000. The Advance is the only medium to reach this large and prosperous section. (Publisher's Statement.)

TORONTO, pop. 521,893. County—York. Capital of the Province, situated on the Toronto Bay, on Lake Ontario. Largest city in Ontario, and the second largest in Canada. Excellent harbor, with regular steamship connections with all points on the lakes and the St. Lawrence River. It is the educational, commercial and industrial centre of the Province. The bank clearings for 1923 were $5,581,568,215 — the largest of any city in Canada. A Mecca

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Newspaper Leadership In Ontario

The circulation of *The Toronto Daily Star*, by A.B.C. audit, for the year ending Sept. 30, 1921, was 98,962. In March following its circulation was 116,000, the largest of any daily newspaper in Ontario.

The circulation of *The Toronto Star Weekly*, (Sunday edition of The Daily) by A.B.C. audit, for the year ending Sept. 30, 1921, was 118,933. By the following March it had climbed to 151,000, the largest by many thousands of any Sunday newspaper in Canada. Its growth was unique in that it was not induced by the use of canvassers or circulation schemes of any kind.

These two great newspapers offer advertisers a means for reaching the people of Toronto and elsewhere in Ontario unequalled by any other papers. They cover the wealthiest and most thickly populated district in the whole Dominion.

In Toronto itself *The Daily Star* distributes over 81,500 copies every evening; *The Star Weekly* over 106,000. As the Assessment Commissioner's report for 1921 gives 91,046 as the number of homes in Toronto, it will readily be seen how effectively these papers cover the city.

Moreover, these are high quality circulations. The readers' interests are guarded by the refusal of objectionable or fraudulent advertising.

No advertising campaign in this field can be entirely successful without the use of either or both of these newspapers.

Members of the Audit Bureau of Circulations.

Office of Publication :: 18-20 King Street West, Toronto

UNITED STATES REPRESENTATIVES: CHAS. H. EDDY CO.

New York, Fifth Avenue Building — Boston, Old South Building — Chicago, People's Gas Building

MONTREAL Special Representative---J. B. Rathbone, Transportation Building

THE TORONTO STAR WEEKLY

THE DESBARATS ADVERTISING AGENCY, LIMITED, MONTREAL.

TORONTO—(Continued)

Steel Construction Co., Ltd.; Stanners, Alex.; Star Knitting Mills; Star Co. of Canada, Ltd.; Stauntons, Limited; Steele, Briggs Seed Co., Ltd.; Stephenson, C. H. & Sons; Sterling Actions & Keys, Ltd.; Sterling Coal Co., Ltd.; Sterling Motor Truck Co.; Stevens, J. & Sons Co., Ltd.; Stewart-Warner Products Service Station; Stewart & Wood, Ltd.; Stinson, S. F. & Son; Stone & Wellington; Stowe, J. Howard Co.; Stromberg-Carlson Tel. Mfg. Co.; Stromach & Sons; Suckling & Co.; Sullivan Machinery Co.; Summers, Jas. R.; Swift Canadian Co., Ltd.; Sword, J. A., Neckwear Co., Ltd.; Tamblyn, G., Ltd.; Tarbox Bros.; Taylor, Forbes Co., Ltd.; Taylor, J. & J., Ltd.; Taylor, John & Co., Ltd.; Telfer Biscuit Co., Ltd.; Terry-Nicholson-Cates, Ltd.; Thomas, F. S. & Co.; Thompson Heyland Lumber Co., Ltd.; Thompson Manufacturing Co.; Thompson & Sons, Ltd.; Thomson, Alexander; Tilley, Chas. & Son; Todd Protectograph Co., Inc.; Todhunter's, Ltd.; Tooze Hardware Supply Co., The; Toronto Brick Co., Ltd.; Toronto Builders' Supply Co., Ltd.; Toronto Carpet Mfg. Co., Ltd.; Toronto Clothing Mfg. Co.; Toronto Envelope Co., Ltd.; Toronto Feather & Down Co., Ltd.; Toronto Furnace Co., Ltd.; Toronto Hosiery Co., Ltd.; Toronto Iron Works, Ltd.; Toronto Lime Co., Ltd.; Toronto Motor Co., Ltd.; Toronto Pharmacal Co., Ltd.; Toronto Pottery Co., Ltd.; Toronto Plate Glass Importing Co., Ltd.; Toronto Sheet Copper & Brass Works; Toronto Slipper Mfg. Co., Ltd.; Toronto Type Foundry Co., Ltd.; Toronto Vinegar Works; Toronto Waterproof Co., Ltd.; Torance, O. & Co.; Tower Canadian Limited; Townley, Wm. & Sons; Troy Chemical Co.; Trussed Concrete Steel Co. of Canada, Ltd.; Tuero, J. & Hermanos Co.; Tugwell, H. C. & Co., Ltd.; Turnbull Elevator Mfg. Co.; Tutt Clothing Co., Ltd.; Underwood, John & Co.; Union Carbide Co. of Canada, Ltd.; Union Lumber Co., Ltd.; Union Stock Yards of Toronto, Ltd.; United Drug Co., Ltd.; United Electric Co. of Canada, Ltd.; United Paper Mills, Ltd.; United Typewriter Co., Ltd.; Universal Wallpaper Co., Ltd.; Valentine & Co.; Vawter-Luckett, Ltd.; Venus Silk Hosiery Mills, Ltd.; Victoria Harbor Lumber Co., Ltd.; Victoria Paper & Twine Co., Ltd.; Vokes Hardware Co., Ltd.; Wahl Co., Ltd.; Walker, E. C. & Sons, Ltd.; Walker Parker Co., Ltd.; Walker, W. & Son, Ltd.; Walsh, E. H. & Co.; Walsh, Maurice J.; Warburton, W. C. & Co., Ltd.; Warren Bituminous Paving Co., Ltd.; Warwick Bros. & Rutter, Ltd.; Washington & Johnston; Waterbury Button Co.; Watson, Robert Co.; Watt Milling & Feed Co., Ltd.; Watt & Scott, Ltd.; Webb. Harry Co., Ltd.; Weiss, B. & Son, Ltd.; Weller, A. & Co., Ltd.; Welch, A. & Son; West Disinfecting Co.; West, E. G. & Co.; Western Canada Flour Mills, Ltd.; West of England Tailoring Co.; Western Leather Goods Co., Ltd.; Weston, George, Ltd.; Wettlaufer Brothers, Ltd.; Whaley, Royce & Co., Ltd.; Wheeler & Bain; White Bros.; White Co.; White & Co., Ltd.; White, S. S. Co. of Canada, Ltd.; White Swan Spices & Cereals, Ltd.; White Shoe Co., Ltd.; Whitefield Co., John, Ltd., The; Whiteworth & Restall; Whyte Packing Co., Ltd.; Wickett & Craig, Ltd.; Wickett & Smith Co.; Wight, W. & Co.; Willards Chocolates, Ltd.; Williams, A. R. Machinery Co., Ltd.; Williams, R. S. & Sons, Co., Ltd.; Williamson, W. Lumber Co., Ltd.; Wilson & Warden; Willys-Overland, Ltd.; Wilmington Fibre Specialty Co.; Wilson, Andrew & Co., Ltd.; Wilson, C. A. & Co., Ltd.; Wilson & Canham, Ltd.; Wilson, Charles, Ltd.; Wilson & Cousins; Wilson, Harold A. Co., Ltd.; Wilson Lumber Co., Ltd.; Wilson, Lytle, Badgerow Co., Ltd.; Wilson Munroe Co., Ltd.; Wilson, Samuel P.; Winnett & Wellinger, Ltd.; Witchall & Son; Wood Products Co. of Canada, Ltd.; Woods Manufacturing Co., Ltd.; Woolnough Corsetiers; Worthington, Wm. R.; Wreyford & Co.; Wrigley, Wm., Jr., Co., Ltd.; Wrinch-McLaren, Ltd.; Wrought Iron Range Co. of Canada; York Knitting Mills, Ltd.; York Paper Box Co., Ltd.; York Sand & Gravel, Ltd.; York Sandstone Brick Co., Ltd.; Young, Marshall B.; Zenith Coal & Steel Products, Ltd.

Cover one-fifth of Ontario's homes by using one daily paper—

THE EVENING TELEGRAM

TORONTO

Concentrating on Toronto through the Evening Telegram, which goes to five out of every six homes each night, it is possible to reach one-fifth of the people of Ontario. As a try-out medium it is unequalled by any other Canadian daily.

THE EVENING TELEGRAM

Toronto, Canada. Member A. B. C.

REPRESENTATIVES:

MONTREAL, CAN.
John C. Hogan,
Southam Press Bldg.

N. T. BOWMAN - Advertising Manager

UNITED STATES:

Messrs. Verree & Conklin
New York—300 Madison Ave.
Chicago—Steger Bldg.
Detroit—117 Lafayette Bvd.
San Francisco—Monadnock Bldg.

THE DESBARATS ADVERTISING AGENCY, LIMITED, MONTREAL.

TORONTO—(Continued)

DAILIES

Globe. Daily. Publishers, Globe Printing Co. Est. 1844. Morning. Independent-Liberal. Subscription, $5.00 a year. Regular edition, 16 to 24 pages, 8 cols., 21¾ inches; Saturday edition, 24 to 48 pages. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 88,336**
1,000 l.—$220.00. 5,000 l.—$1,000.00. 10,000 l.—$2,000.00.

The Globe's circulation, without the aid of a single premium, has gained the total of 95,620 (September 30, 1923, A.B.C. Auditor's Report.) This is about evenly divided between Toronto, Suburban and Province of Ontario (Canada's richest market.) It is quality circulation, and general advertisers should keep these facts in mind when placing their appropriations. Other publications, The Retail Merchants Globe, reaching 7,000 live retail merchants monthly. No charge is made for this additional service to national advertisers. (Publisher's Statement.)

Hebrew Journal. (Jewish.) Daily. Publishers, Canadian Jewish Publishing Co., Ltd. Est. 1913. Every morning, except Saturday, and Saturday evening. Independent. Subscription, $6.00 a year. 6 to 10 pages, 7 cols., 20½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 19,002**
1,000 l.—$80.00. 5,000 l.—$350.00. 10,000 l.—$600.00.

Mail and Empire. Daily. Publishers, Mail Printing Co. Est. 1872. Morning. Conservative. Subscription, $5.00 a year by mail, $6.00 by carrier. Regular edition, 16 to 20 pages, 8 cols., 20 inches; Saturday, 24 to 32 pages. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . 98,901**
1,000 l.—$220.00. 5,000 l.—$1.000.00. 10,000 l.—$2,000.00.
Publish also the Toronto Sunday World.

Going into more of the best homes in Ontario than any other daily newspaper, the earnest, constructive policy of the Mail and Empire exercises a powerful influence upon the prosperous, discriminating and thrifty elements of the community. Its readers are in a position to buy the products that are laid before them in clean, honest advertising, and recognize the careful discrimination of the publishers in safeguarding the public interests. The many and varied features of the Mail and Empire make it a family paper of the first order, thus largely augmenting its huge guaranteed circulation and broadening the appeal of its advertisers. (Publisher's Statement.)

Shing Wah. (Daily News.) (Chinese.) Daily. Publishers, Chinese National League, 74 Louisa St. Est. 1922. Evening except Sunday. Liberal. Subscription, $10.00 a year. 8 pages, 3 cols., 16 inches.

Star. Daily. Publishers, Star Printing & Publishing Co., of Toronto, Ltd. Est. 1892. Evening. Independent. Subscription, $6.00 a year. 16 to 44 pages, 8 cols., 20 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form. 133,757**
1,000 l.—$230.00. 5,000 l.—$1,000.00. 10,000 l.—$2,000.00.
(Publish also Star Weekly).

The Toronto Daily Star's circulation (member Audit Bureau of Circulations) for the six months ending March 31st, 1924, was 133,757 net daily, exceeding by many thousands that of any other daily newspaper in Toronto. Of these, 91,291 went directly into the city, the city and suburban circulation being 109,362, while 24,359 additional went into various outlying parts of the Province of Ontario. The Star circulates wholly in Toronto and province, the most thickly populated part of Canada. The Star Weekly (Sunday edition) for the same period had an average circulation of 156,066, easily the greatest Sunday circulation in the Dominion. It sells at 10c a copy, and has news, magazine, colored comic and eight page rotagravure sections. (Publisher's Statement.)

Toronto Daily Hebrew Journal

The Only Jewish Daily in Ontario.

Read by the Jewish population all over the Dominion; mornings, Monday to Friday inclusive, and Saturday evening.

The CANADIAN JEWISH PUBLISHING CO., LTD.

Publishers.

253 Queen Street West.

Established November 2, 1912.

INDEPENDENT - - - Subscription, $6.00

The largest foreign language daily newspaper in Canada. Reaches every Jewish home in the Dominion.

CIRCULATION OVER 42,000 WEEKLY
IN CANADA'S RICHEST FARM MARKET

Seven-eighths of Canadian Countryman's circulation is concentrated in the Province of Ontario. Ontario has: 28 per cent. of Canada's total farm population; 30 per cent. of Canada's total agricultural wealth; 33 1-3 per cent. of Canada's gross annual agricultural revenue; 36 per cent. of the total value of farm buildings in Canada.

THE CANADIAN COUNTRYMAN

GOODYEAR BUILDING - - - TORONTO, ONT.

Member Audit Bureau of Circulations.

TORONTO—(Continued)

Telegram. Daily. Publishers, Estate of J. Ross Robertson. Est. 1876. Evening. Independent. Subscription, City $6.00, outside $5.00 a year. 16 to 48 pages, 8 cols., 20 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form. 106,931**
1,000 l.—$200.00 5,000 l.—$850.00. 10,00 l.—$1,700.00.

The Evening Telegram has the greatest concentrated circulation of all the Toronto papers, due entirely to its merit as a newspaper. The Telegram has never offered premiums, held circulation contests, given coupons, or used any methods to force circulation. (Publisher's Statement.)

Varsity. Daily. Publishers, Students' Administrative Council of Toronto University. Monday, Tuesday, Wednesday, Thursday and Friday during session only. Est. 1881. Collegiate. Subscription, $1.50 a year. 4 pages, 6 cols., 18 inches. Circulation . . . . . **5M.**
1,000 l.—$70.00.

TRI-WEEKLIES, SEMI-WEEKLIES, WEEKLIES

Canadian Baptist. Weekly. Publishers, Standard Publishing Co. Est. 1854. Thursday. Religious-Baptist. Subs., $2.00 a year. 16 pages, 4 cols., 13¾ inches. Circulation, 8¼ M.
1,000 l.—$70.00. 5,000 l.—$350.00. 10,000 l.—$700.00.

Canadian Churchman. Weekly Publishers, Canadian Churchman, Ltd. Est. 1871. National Church of England. Thursday. Subscription, $2.00 a year. 16 to 24 pages, 4 cols., 12½ inches. Circulation . . . . 12½M.
1,000 l.—$110.00. 5,000 l.—$500.00. 10,000 l.—$1,000.00.

Canadian Countryman. Weekly. Publishers, Canadian Countryman Publishing Co., Ltd. Est. 1911. Saturday. Agricultural. Subscription, $1.00 a year. 32 to 68 pages. 4 cols., 12½ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A. B. C. Form 41,146**
1,000 l.—$300.00. 5,000 l.—$1,500.00. 10,000 l.—$3,000.00

From a comparison of circulation figures, it is quite evident that the farmers of Ontario, and Eastern Canada generally, have pronounced Canadian Countryman their first choice among available farm publications. The preference of the reader must always determine the preference of the advertiser. (Publisher's Statement.)

TORONTO—(Continued)

Canadian Engineer. Weekly. Publishers, Monetary Times Printing Co., Ltd. Est. 1893. Tuesday. Engineering and contracting. Subscription, $3.00 a year. 72 pages and more, 2 cols., 10 by 3½ inches. Circulation . 2½M.
One page, one time—$32.00.

Canadian Farmer. Weekly. Publishers, Consolidated Press, Ltd. Est. 1909. Saturday. Agriculture and home. Subscription, $1.00 a year. 32 pages and more, 4 cols, 14 2-7 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form 41,259**
1,000 l.—$270.00. 5,000 l.—$1,250.00. 10,000 l.—$2,400.00.

Canadian Grocer. Weekly. Publishers, MacLean Publishing Co., Ltd. Est. 1886. Friday. Grocery and provision trade. Subscription, $4.00 a year. 56 pages average, 3 cols., 10 inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report. 4,313**
One page, one time—$65.00.

Canadian Insurance. Weekly. Publishers, Stone & Cox. Est. 1905. Wednesday. Insurance. Subscription, $2.00 a year. 16 pages, 2 cols., 10 inches.
One page, one time—$60.00.

Canadian Jewish Review. Weekly. Publishers, Can. Jewish Review. Est. 1921. Friday. Jewish interests. Subscription, $3.00 a year. 16 pages, 4 cols., 12 inches.
Circulation . . . . . No report
5,000 l.—$600.00.

Canadian Machinery and Manufacturing News. Weekly. Publishers, MacLean Publishing Co., Ltd. Est. 1904. Thursday. Mechanical. Subscription, $4.00 a year. 56 pages, 2 and 3 cols., 10 inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A. B. C. Auditor's Report 893**
One page, one time—$65.00.

Canadian Moving Picture Digest. Weekly. Publishers, Can. Moving Picture Digest Co., Ltd. Est. 1915. Saturday. Motion Pictures. Subscription, $2.00 a year. 20 pages, 3 cols., 10½ by 2⅜ inches. Circulation . . . 1¼M.
One page, one time—$40.00.

Catholic Register and Canadian Extension. Weekly. Publishers, Catholic Church Extension Society of Canada, 67 Bond St. Est. 1893. Thursday. Religious—Roman Catholic. Subscription, $2.00 a year. 8 pages, 7 cols, 21½ inches. Circulation . . . . . 16M.
1,000 l.—$70.00. 5,000 l.—$350.00.

Christian Guardian. Weekly. Publishers, Methodist Book & Publishing House. Est. 1829. Wednesday. Religious-Methodist. Subscription, $2.00 a year. 24 to 32 pages, 4 cols., 12½ inches. Circulation . . . 30M.
Rate: 1,000 lines and over, 20c per line agate.

As an advertising medium for articles of home consumption or mail order business it has a reputation not excelled by any paper, religious or secular, in Canada. The Christian Guardian is well worth considering when planning a campaign in Canada. (Publisher's Statement.)

Contract Record and Engineering Review. Weekly. Publishers, Hugh C. MacLean Publications, Ltd. Est. 1886. Wednesday. Contracting and engineering. Subscription,

"THE CANADIAN BAPTIST"

70th YEAR OF PUBLICATION

Circulation throughout Canada, 8,600, chiefly in Ontario and Quebec.

Careful guarding of the nature of the advertisements inserted has retained the confidence of readers in those appearing.

Subscription Price:
$2.00 per year in Canada
$2.50 per year in the United States.
Advertising rates, 7 cents per agate line.

"THE CANADIAN BAPTIST"

223 Church St. - - - - - Toronto

News Mirror

The World as in a Looking Glass Reflected.

Tabloid
(Means ad prominence)

Pictures
(Means reader interest)

Facts

Canada's only Picture Newspaper. Published every week at 44 West Adelaide, Toronto, Ont. Small page size of great saving to advertisers.

Figures

30,000 printed (A. B. C. audit in June.) A Home Paper of General Appeal. Weekly increase exceeds 500! Rate 10 cents a line flat.

Write for Booklet: "Two Pages for the Price of One."

THE DESBARATS ADVERTISING AGENCY, LIMITED, MONTREAL.

TORONTO—(Continued)

$3.00 a year. 80 pages and more, 2 and 3 cols., 10 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form . 2,511**
One page, one time—$40.00.

Druggists' Weekly. Weekly. Publishers, MacLean Publishing Co., Ltd. Est. 1920. Wednesday. Drug Trade. Subscription, $4.00 a year. 48 pages, 3 cols., 10 inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report 1,466**
One page, one time—$55.00.

East and West. Weekly. Publishers, Presbyterian Publications. Est. 1903. Saturday. Religious-Presbyterian. Subscription, $1.00 a year. 8 pages, 4 cols., 13½ inches. Circulation . . . . . 44M.
1,000 l.—$150.00. 5,000 l.—$750.00.

Farmer's Sun. Weekly. Publishers, The Farmers Publ. Co., Ltd. Est. 1891. Thursday. Agricultural. Subscription, $1.50 a year. 8 to 20 pages, 6 cols., 19¼ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form . 27,421**

The Farmers Sun covers the Province of Ontario completely. It is owned by its readers, who are members of the United Farmers organization. And so the advertiser who uses The Sun is assured of that unique Reader Ownership. The Sun is a member of the A.B.C. (Publisher's Statement.)

Financial Post. Weekly. Publishers, MacLean Publishing Co., Ltd. Est. 1907. Saturday. Financial. Subscription, $5.00 a year. 20 pages, 6 cols, 18⅞ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form . . 7,716**
1,000 l.—$180.00. 5,000 l.—$625.00. 10,000 l.—$1,000.00.

Hardware & Metal. Weekly. Publishers, MacLean Publishing Co., Ltd. Est. 1888. Saturday. Hardware and Metal trades. Subscription, $4.00 a year. 100 to 160 pages, 3 cols., 10 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A. B. C. Form 3,194**
One page, one time—$65.00.

Industrial Banner. Weekly. Publishers, Labor Educational Publishers, Ltd. Est. 1893. Friday. Labor. Subscription, $1.50 a year. 6 pages, 8 cols., 20 inches.

Jack Canuck. Weekly. Publishers, Jack Canuck Publishing Co., Ltd. Est. 1911. Monday. Independent. Subscription, $3.50 a year. 20 to 28 pages, 4 cols., 12 inches.
1,000 l.—$150.00. 5,000 l.—$750.00. 10,000 l.—$1,500.00

Labor Leader. Weekly. Publishers, Labor Leader Publ. Co., 257 Adelaide St. West. Est. 1919. Friday. Labor. Subscription, $1.50 a year. 8 cols., 20¾ inches. Circulation . . . . . 27¼M.

Monetary Times of Canada. Weekly. Publishers, Monetary Times Printing Co., Ltd. Est. 1867. Friday. Finance and Insurance. Subscription, $3.00 a year. 32 pages and more, 3 and 4 cols., 12 inches.
1,000 l.—$120.00. 5,000 l.—$400.00. 10,000 l.—$800.00.

News Mirror. Weekly. Publishers, Independent Press, Ltd. Est. 1923. Saturday. Illustrated news. Subscription, $2.50 a year. 32 pages and more, 5 cols., 14 by 2 inches. Circulation . . . . . See Note A.
10 cents per line agate flat.

The News Mirror is Canada's only picture newspaper, and further is the only paper of general interest printed on the "tabloid" or half-standard size page which is so popular with advertisers who desire prominence without resort to "circus" copy. Although established little over six months, the News Mirror enjoys an unusual circulation and publishes the advertising of the largest and most discriminating retailers in Toronto. Accepted applicants for A.B.C. (Publisher's Statement.)

Once-a-Week. Weekly. Publishers, Once-a-Week Co. Est. 1895. Thursday. Independent and literary. Free distribution. 8 to 12 pages, 8 cols., 20¼ inches.

The Farmers' Sun

Published weekly in the interests of the Farmer. Your opportunity to send a sales representative into the prosperous homes on the farm.

If you lived in the country, would you not read the only farm newspaper published in Ontario — the only farm newspaper carrying the current week's market reports? Then why not broadcast your advertising over Ontario and get tangible results?

THE FARMERS' SUN
TORONTO.

TORONTO—(Continued)

Ontario Gazette. Weekly. Publishers, Ontario Government. Insert Government official advertisements only.

Pioneer. Weekly. Publishers, Dominion Alliance. Est. 1902. Friday. Prohibition. Subscription, $1.50 a year. 8 pages, 4 cols., 14¼ inches. Circulation . . . 10M.
1,000 l.—$60.00. 5,000 l.—$300.00.

Presbyterian Witness. Weekly. Publishers, Presbyterian Publications. Thursday. Religious-Presbyterian and literary. Subscription, $2.00 a year. 20 pages, 4 cols., 12½ inches. Circulation . . . . . 24½M.
1,000 l.—$150.00. 5,000 l.—$750.00. 10,000 l.—$1,500.00.

Radio Broadcasting Program. Weekly. Publishers, A. F. Penton & Co. Est. 1921. Saturday. Radio programs. Subscription, $2.00 a year. 16 pages, 5⅛ x 8 inches.
One page, one time—$30.00.

Record. Weekly. Saturday. The record paper of the Wilson's List of rural newspapers. See Wilson List of Rural Papers.

Riverdale Leader. Weekly. Publishers, Thompson Bros. Est. 1896. Thursday. Local. Free distribution. year. 4 pages, 6 cols., 22 inches. Circulation . . 4 M.
1,000 l.—$30.00. 5,000 l.—$150.00.

Saturday Night. Weekly. Publishers, Consolidated Press Ltd. Est. 1887. Saturday. Illustrated and literary. Subscription, $4.00 a year. 32 to 40 pages, 6 cols., 19¾ inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report . . . 32,006**
1,000 l.—$250.00. 5,000 l.—$1,150.00. 10,000 l.—$2,200.00.

TORONTO—(Continued)

Sentinel. Weekly. Publishers, Sentinel Publishing Co., Ltd. Est. 1874. Thursday. Orangemen. Subscription, $2.00 a year. 12 pages, 8 cols., 21¼ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form . . . 19,892**
1,000 l.—$60.00. 5,000 l.—300.00. 10,000 l.—$600.00.

Smiles. Weekly. Publishers, Wilson Pub. Co. Est. 1918. Thursday. East end of Toronto interests. Free distribution. 8 pages, 6 cols., 19¾ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . 8,000**
100"—$75.00. 400"—$200.00. 1,000"—$500.00.

Sport and Bowler. Weekly. Publishers, Sport Publishing Co., 267 Adelaide St. West. Est. 1922. Saturday. Sport. Subscription, $6.00 a year. 15 pages, 4 cols., 11 inches. Circulation . . . . . No report
Rates : 12 cents per line agate flat.

Star. Weekly. Publishers, Star Printing & Publishing Co. of Toronto, Ltd. Est. 1910. Sunday with Rotagravure section. Independent. Subscription, $5.00 a year. 36 to 56 pages, 8 cols., 20 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 156,066**
1,000 l.—$260.00. 5,000 l.—$1,150.00. 10,000 l, $2,300.00.
Rotagravure—1,000 l.—$550.00. 2,000 l.—$1,000.00.

Sunday World. Weekly. Publishers, Mail Printing Co. Est. 1891. Sunday. Illustrated and literary, with Rotagravure section. Subscription, $5.00 a year. 56 to 72 pages, 8 cols., 20 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 72,326**
1,000 l.—$200.00, 5,000 l.—$850.00. 10,000 l.—$1,700.00.
Rotagravure—35c per line agate flat.

What Farm People Buy

If you want to know the buying power and purchasing habits of Ontario farmers, you will find Canadian Countryman's Farm Market Survey — covering over 700 manufactured products and 2,000 farm homes—a most reliable guide. Ask about it.

Just to give a glimpse of the ground covered, here are a few headings under which our investigation has been made: Breakfast foods, toilet goods, silverware, underwear, hosiery, tea, coffee, cocoa, jelly powders, flour, baking powders, soda biscuits, canned soups, canned vegetables, dyes, paints and varnishes, soaps, safety razors, watches, alarm clocks, fountain pens, phonographs, kitchen cabinets, tooth brushes, cleaning powders, shaving soap and cream, tooth paste, mattresses and beds, flashlights, radio outfits, floor coverings, pianos, cameras, telephones, lawn mowers, refrigerators, oil cook stoves, lighting systems, water systems, heating systems, building and remodeling operations, life insurance, mail order buying, publications read, automobiles, electrical appliances, various household equipment, etc.

The Canadian Countryman

Goodyear Building TORONTO, ONT.
Member Audit Board of Circulations.

Covering a Valuable Field with a National Circulation

THE VETERAN

(Official Publication of the Great War Veterans' Association.)

National advertisers find it profitable to use THE VETERAN because—

It is the one authentic source in Canada of information concerning the affairs and interests of more than 500,000 ex-service men and their dependents.

The average paid circulation for the first quarter of 1924 was 42,198. In addition, copies are available to members of the Great War Veterans' Association on the reading tables of 890 branches, making a total distribution per issue of over 50,000 and a reading public of over 200,000.

This circulation is concentrated among men between the ages of 23 and 50—the period of greatest purchasing ability.

The entire membership of the Great War Veterans' Association is pledged to give preference to the products of advertisers in THE VETERAN. Lists of advertisers are posted regularly in branch club rooms.

"Keyed" advertising tests are invited. THE VETERAN produced 412 replies from a coupon in one issue of a tooth paste advertisement.

Published twice a month, on the second and fourth Saturdays. Forms close a week in advance. Rate card sent on request.

THE VETERAN

Business Office: Citizen Building, Ottawa.

Branch Office: 37 McCaul St., Toronto

TORONTO—(Continued)

Times. Weekly. Publisher, Reg. A. Everett, Dominion Bank Bldg. Est. 1913. Thursday. Local. $1.50 a year. 8 to 12 pages, 7 cols., 20 inches. Circulation . . 7M.

100"—$45.00. 400"—$160.00. 1,000"—$400.00.

Tribuna Canadiana. (Italian.) Weekly. Publishers, Tribuna Canadiana Publishing Co. Est. 1914. Friday. Conservative. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . No report

War Cry. Weekly. Publishers, Salvation Army Printing House. Est. 1883. Saturday. Religious. Subscription, $2.50 a year. 16 pages, 4 cols., 13 inches. No advertisements.

Wilson List of Rural Papers. The record sheet, "Toronto Record," gives particulars of a list of about 190 papers, mostly in Ontario, of which the inside or the outside is printed in Toronto by the Wilson Publishing Co., Ltd., and the balance by each individual publisher. **Average detailed sworn circulation for year ending Dec. 31st, 1923 (for 189 paper only) 157,510**

100"—7c. per inch per paper; 400" or more—7c. per inch per paper.

Winnipeg Newspaper Union List, a list of about 265 country weeklies, issued in towns in Manitoba, Alberta and Saskatchewan. Publishers, Toronto Type Foundry Co., Ltd. Head office, Toronto, Ont. Branches, Winnipeg, Regina.

See under Winnipeg.

Young Soldier. Weekly. Publishers, Salvation Army. Est. 1888. Saturday. Religious and juvenile. Subscription, 75 cents a year. 12 pages, 3 cols., 10 inches. Does not insert advertisements.

TORONTO—(Continued)

SEMI-MONTHLIES

Canada Gold Review. Semi-monthly. Publishers, Can. Gold Review Pub. Co., 19 Melinda St. Est. 1923. Every second Thursday. Mining. Subscription, $3.00 a year. 16 pages, 4 cols., 24 inches. Circulation . . See Note A.

Canada Lumberman. Semi-monthly. Publishers, Hugh C. MacLean Publications, Ltd. Est. 1880. 1st and 15th of month. Lumbering. Subscription, $3.00 a year. 96 pages, 2 and 3 cols., 12 inches. Circulation . . . . 3¾ M.
One page, one time—$52.00.

Canadian Congregationalist. Semi-monthly. Publishers, Congregational Publ. Co., 137 Confederation Life Bldg. Est. 1854. First and third Wednesdays. Religious. Subscription, $1.50 a year. 16 pages, 2 cols., 9 inches. Circulation . . . . . 1 M.
1,000 l.—$250.00.

Canadian Teacher. Every 19 days except July and August. Publishers, Educational Publishing Co., Ltd. Est. 1897. Educational. Subscription, $1.50 a year. 64 pages, 2 cols., 8 inches. Circulation . . . . . 8 M.
One page, one time—$28.00.

Electrical News. Semi-monthly. Publishers, Hugh C. MacLean Publications, Ltd. Est. 1891. 1st and 15th of month. Trade. Subscription, $2.00 a year. 76 pages and more, 2 and 3 cols., 10 inches. Circulation . . 2¾ M.
One page, one time—$52.00.

MacLean's Magazine. Semi-monthly. Publishers, MacLean Publishing Co., Ltd. Est. 1895. 1st and 15th of month. General. Subscription, $3.00 a year. 96 pages, 4 cols., 12½ inches by 2¼ inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report 80,084**
Rate—70c per line agate flat.

Marketing and Business Management. Semi-Monthly. Publisher, W. A. Lydiatt. Est. 1908. 5th of month. Business. Subscription, $2.50 a year. 56 pages, 3 cols., 10 inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report 944**
1,000 l.—$180.00. 5,000 l.—$780.00.

Power House. Semi-monthly. Publishers, MacLean Publishing Co., Ltd. Est. 1908. 5th and 20th of month. Power plant and electrical interests. Subscription, $2.00 a year. 56 pages, 3 cols., 10 inches. **Total net paid ciruclation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form 2,125**
One page, one time—$75.00.

Sanitary Age. Bi-weekly. Publishers, Sanitary Age Pub. Co. Est. 1923. Every other Friday. Plumbing, heating and ventilating. Sub., $2.00 a year. 20 pages. 4 cols., 16 by 2½ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 2,972**
One page, one time—$87.50.

Sanitary Engineer, Plumber and Steamfitter of Canada. Semi-monthly. Publishers, MacLean Publishing Co., Ltd. Est. 1907. 1st and 15th of month. Sanitary plumbing, heating and ventilating trades. Subscription, $2.00 a year. 48 to 84 pages, 3 cols., 10 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form 1,100**
One page, one time—$45.00.

Shoe and Leather Journal. Semi-monthly. Publishers, Acton Publishing Co., Ltd. Est. 1888. 1st and 15th of month. Trade. Subscription, $1.50 a year. 60 pages, 2 cols., 10 inches. Circulation . . . . No report
One page, one time—$50.00.

TORONTO—(Continued)

Veteran. Semi-monthly. Publishers, The Veteran, Ltd., 37 McCaul St. Est. 1917. 2nd and 4th Saturdays. Official organ of G.W.V.A. of Canada. Subscription, $2.00 a year. 3 cols., 9½ inches. Circulation . . . . . 35M.
One page, one time—$250.00.

The Veteran is the official publication of the Great War Veterans' Association of Canada, and its appeal is directed primarily to ex-service men and dependents. The average circulation per issue for the six months' period ending June 30th, 1924, was 41,378. When it is considered that this circulation is mostly among men in the prime of purchasing ability, its exceptional value to advertisers will be appreciated. In addition to the voluntary mail circulation, The Veteran has an extensive circle of readers who have access to copies in the 890 G. W. V. A. clubs throughout the Dominion. (Publisher's Statement.)

MONTHLIES

Acta Victoriana. Monthly. Publishers, Union Literary Society of Victoria University. Est. 1876. Collegiate. Published during college year only. Subscription, $1.50 a year. 72 to 112 pages, 2 cols., 9 inches. Circulation . . 1M.

Adult Class. Monthly. Publishers, Methodist Book & Publishing House. Est. 1908. 1st of month previous. Religious-Methodist. Subscription, 75 cents a year. 32 pages, 2 cols., 8 inches. No advertisements.

Baker and Confectioner. Monthly. Publishers, Consolidated Press, Ltd. Est. 1888. Devoted to the interests of the bakers, confectioners, etc. 26th of month. Subscription, $1.50 a year. 90 pages, 2 cols., 10 inches by 3½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,725**
One page, one time—$50.00.

Bank Directory of Canada. Monthly. Publishers, Houston's Standard Publications. Est. 1907. 1st of month. Subscription, $5.00 a year. 240 pages, 2 cols., 9 inches.
One page, one time—$25.00.

Baptist Visitor. Monthly. Publishers, The Women's Baptist Home Mission Board. Est. 1889. 20th of month. Missionary-Baptist. Subscription, 25c a year. 12 to 32 pages, 2 cols., 8¾ inches.

Better Automotive Equipment. Monthly. Publishers, A. M. Fisher Pub. Co., 95 King St. E. Est. 1922. Automotive trade. Free distribution. 100 pages, 2 cols., 7 inches.

Bookseller and Stationer. Monthly. Publishers, MacLean Publishing Co., Ltd. Est. 1884. Trade. Subscription, $2.00 a year. 76 to 112 pages, 2 cols., 10 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form . . . 637**
One page, one time—$45.00.

Bulletin. Monthly. Publishers, Bulletin Publishing Co., Ltd. Est. 1893. 1st of month. Insurance. Subscription, $2.00 a year. 28 pages, 2 cols., 9¼ inches. Circulation . . . . . No report
One page, one time—$50.00.

Buyer. Monthly. Publisher. The Edwards Publ. Co., 13 King St. W. Est. 1920. 10th of month. Ladies' wear. Free distribution. 28 to 44 pages, 2 cols., 7 inches.
One page, one time—$30.00.

Canada Lancet and National Hygiene. Monthly. Publishers, Lancet Publishing Co., Sleepy Hollow Bldg. Est. 1867. 1st of month. Medical. Subscription, $2.00 a year. 64 pages, 1 col., 8 inches. Circulation . . . 6¼M.
One page, one time—$80.00.

Canadian Automotive Trade. Monthly. Publishers, MacLean Publishing Co., Ltd. Est. 1919. 5th of month. Motor trade. Subscription, $2.00 a year. 48 pages, 4 cols.,

TORONTO—(Continued)

12½ inches by 2¼ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form 1,878**
One page, one time—$65.00.

Canadian Bandsman and Orchestra Journal. Monthly. Publishers, R. S. Williams & Sons Co., Ltd. Est. 1912. 5th of month. Musical. Subscription, 50c. a year. 2 cols., 8 inches by 2¾ inches. Circulation . . . . . 1¾ M.
One page, one time—$30.00.

Canadian Barber. Monthly. Publishers, Can. Barber Pub. Co., 257 Adelaide St. W. Est. 1915. Barber trade. Subscription, $1.00 a year. 24 pages, 2 cols. 8¼ inches. Circulation . . . . . No report

Canadian Bar Review. Monthly. Publishers, Carswell Co., Ltd., 145 Adelaide St. W. Est. 1923. 10th of month. Legal. Subscription, $5.00 a year. 8 pages, 6 by 9¼ inches. Circulation . . . . . See Note A.

Canadian Bookman. Monthly. Publishers, Bookcraft Publ. Co., Ltd., 263 Adelaide St. W. Est. 1917. 1st of month. Literature and the book trade. Subscription, $2.00 a year. 24 to 48 pages, 2 and 3 cols., 10 inches. Circulation . . . . . 1¾ M.
One page, one time—$50.00.

Canadian Chemistry & Metallurgy. Monthly. Publishers, Westman Press, Ltd. Est. 1917. 1st of month. Industrial chemistry and metallurgy. Subscription, $3.00 a year. 52 to 64 pages, 2 cols., 10 inches. Circulation . 1¼M.
One page, one time—$65.00.

Canadian Child. Monthly. Publishers, Canadian Child Pub. Co., 8 University Ave. Est. 1919. Child welfare. Subscription, $1.00 a year. 24 to 40 pages, 2 cols., 9¼ x 3½ ins. **Total net paid circulation for 6 months ending June 30, 1923, as per A.B.C. Auditor's Report 7,767**
One page, one time—$71.40.

The Canadian Child in the interests of child welfare. A member of the Audit Bureau of Circulations. Nine thousand net paid subscribers. Premium, puzzle, office or factory canvas never been used. Entertaining as well as instructive. Advertising in story form. The mother reads the story to the child. She is impressed, and the coming generation educated to ask for your products. (Publisher's Statement.)

Canadian Cigar and Tobacco Journal. Monthly. Publishers, Consolidated Press, Ltd. Est. 1885. 1st of month. Trade. Subscription, $2.00 a year. 52 pages, 2 cols., 10 by 3¼ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,521**
One page, one time—$60.00.

Canadian Dairy and Ice Cream Journal. Monthly. Publisher, B. L. Smith. Est. 1923. 15th of month. Dairy products industry. Subscription, $1.00 a year. 32 pages, 2 or 3 cols., 10 inches. Circulation . . . . See Note A.

Canadian Disciple. Monthly. Publishers, Continuation Committee Churches of Christ in Canada, 269 College St. Est. 1923. 15th of month. Religious. Subscription, $1.00 a year. 12 pages, 3 cols., 11¾ by 2¾ inches. Average detailed circulation for year ending Dec. 31, 1923 . 1,636
100"—$80.00.

Canadian Druggist. Monthly. Publishers, W. J. Dyas Publishing Co., Ltd. Est. 1889. 7th of month. Pharmaceutic. Subscription, $2.00 a year. 96 pages, 2 cols., 10 by 3 inches. Circulation . . . . . 2½M.
One page, one time—$50.00.

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TORONTO Canada

TORONTO—(Continued)

Canadian Colorist and Textile Processor. Monthly. Publishers, Westman Press, Ltd. Est. 1921. 1st of month. Paint and dye trades. Subscription, $2.00 a year. 32 pages, 2 cols., 9¾ by 3½ inches. Circulation . . No report
One page, one time—$55.00.

Canadian Drygoodsman and Women's Wear. Monthly. Publishers, Consolidated Press, Ltd. Est. 1911. 20th of month preceding. Women's wear. Sub., $2.00 a year. 80 pages, 10 by 6¾ inches. Circulation . . No report
One page, one time—$65.00.

Canadian Ford Owner and Dealer. Monthly. Publishers, A. F. Penton & Co. Est. 1920. Ford owners. Subscription, $1.00 a year. 92 pages, 2 cols., 6½ by 3½ inches. Circulation . . . . . 3M.
One page, one time—$70.00.

Canadian Forum. Monthly. Publishers, The Can. Forum, 152 St. George St. Est. 1920. Literary. Subscription, $2.00 a year. 32 pages, 2 cols., 9 2-3 inches. Circulation . . . . . No report

Canadian Foundryman. Monthly. Publishers, MacLean Publishing Co., Ltd. Est. 1910. 7th of month. Trade. Subscription, $2.00 a year. 56 pages, 3 cols., 10 inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report 489**
One page, one time—$60.00.

Canadian Funeral Service. Monthly. Publishers, Commercial Press, Ltd. Est. 1923. 15th of month. Funeral directors. Subscription, $2.00 a year. 20 pages, 2 cols., 10 by 3½ inches. Circulation . . . . . 1M.
One page, one time—$35.00.

TORONTO—(Continued)

Canadian Home Journal. Monthly. Publishers, Consolidated Press, Ltd. Est. 1904. 1st of month. Household. Subscription, $1.00 a year. 64 pages and more, 4 cols., 12½ inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report . 52,218**
1,000 1.—$610.00. 5,000 1.—$2,950.00.

Canadian Implement Trade Journal. Monthly. Publishers, Vehicle Trade Publishers, Ltd. Est. 1900. 20th of month. Implement trade. Subscription, $1.00 a year. 20 to 48 pages, 3 cols., 10 inches. Average circulation for year ending Dec. 31st, 1923 2,841
One page, one time—$75.00.

Canadian Journal of Medicine and Surgery. Monthly. Publisher, W. A. Young, M.D. Est. 1897. 1st of month. Medical. Subscription, $2.00 a year. 180 pages, 1 and 2 cols., 5 inches. Circulation . . . . . 7 M.
One page, one time—$80.00.

Canadian Journal of Music. Monthly. Publishers, Can. Journal of Music, Ltd., 186 Bedford Road. Est. 1914. Music. Subscription, $1.00 a year. 16 pages, 2 cols., 8 inches.

Canadian Lawn Tennis. Monthly. Publishers, Innes Taylor Publ. Co., 149 University Ave. Est. 1922. 15th of month. Lawn Tennis. Subscription, $2.00 a year. 32 pages, 10 by 7¼ inches. Average circulation for year ending Dec. 31st, 1923 2,000
One page, one time—$65.00.

Canadian League. Monthly. Publishers, University Press, 8 University Ave. Est. 1921. 1st of month. Organ of Catholic Women's League. Subscription, $1.00 a year. 24 pages, 5 by 8½ inches. Circulation . . No report
One page, one time—$40.00.

Canadian Magazine. Monthly. Publishers, Can. Magazine Publishing Co., Ltd. Est. 1893. 20th of preceding month. Literary. Subscription, $2.50 a year. 96 pages, 3 cols., 10 by 2¼ inches. Circulation . . . . . 10½M.
Rate: 25c per line agate flat.

The Canadian Magazine has stood the test of time. Over 30 years old. Manufacturers add prestige to their campaign by advertising in it. Worthy goods should be advertised in a high-class medium. A National campaign is not complete without The Canadian. Sample copy and rate card sent on request. A.B.C. application for membership accepted. (Publisher's Statement.)

Canadian Manufacturer. Monthly. Publishers, Commercial Press, Ltd. Est. 1880. 1st of month. Industrial. Subscription, $1.00 a year. 68 pages and more, 2 cols., 10 inches. Circulation . . . . . 4M.
One page, one time—$48.00.

Canadian Medical Association Journal. Monthly. (See Montreal, P.Q.).

Canadian Motor Boat. Monthly. Publishers, A. E. Penton & Co., Ltd. Est. 1910. Motor boating. 25th of month. Official journal of the Canadian Association of Boat Manufacturers. Subscription, $1.50 a year. 92 pages, 3 cols., 10 inches.
One page, one time—$60.00.

Canadian Motorist. Monthly. Publishers, Ontario Motor League. Est. 1914. Motoring. Subscription, $1.00 a year. 84 pages, 2 and 3 cols., 9½ inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report 26,781**
One page, one time—$140.00.

Canadian Music Trades Journal. Monthly. Publishers, Fullerton Publishing Co. Est. 1900. 1st of month. Music trades. Subscription, $2.00 a year. 86 pages, 3 cols., 10 inches.
One page, one time—$45.00.

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TORONTO—(Continued)

Canadian National Railways Magazine. Monthly. Publishers, Canadian National Railways. Est. 1909. 15th of month. Railway and general. Subscription, $1.50 a year. 100 pages, 3 cols., 10 by 2¼ inches. Circulation . 72M.
1,000 l.—$500.00.

Canadian Optometrist and Optician. Monthly. Publishers, Consolidated Press, Ltd. Est. 1919. 26th of month previous. Optical trade. Subscription, $2.00 a year. 32 pages, 2 cols., 7½ by 2½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,007**
One page, one year—$420.00.

Canadian Pharmaceutical Journal. Monthly. Publishers, Pharmaceutical Publishing Co. Est. 1868. 10th of month. Organ of the Can. Pharmaceutical Assn. Subscription, $1.00 a year. 48 pages, 2 cols., 10 inches. **Total net paid circulation for 6 months ending Dec. 31, 1923, as per A.B.C. Auditor's Report 2,661**
One page, one time—$35.00.

Canadian Poultry Journal. Monthly. Publishers, Canadian Poultry Journal Publishing Co., Ltd. Est. 1915. 1st of month. Poultry. Subscription, $1.00 a year. 32 pages, 3 cols., 10 inches. Circulation . . . . . 10M.
1,000 l.—$120.00. 5,000 l.—$600.00. 10,000 l.—$1,200.00.

Canadian Poultry Review. Monthly. Publisher, H. B. Donovan. Est. 1877. 1st of month. Poultry. Subscription, $1.00 a year. 32 to 72 pages, 4 cols., 12 inches. Circulation . . . . . 16 M.
1,000 l.—$150.00. 5,000 l.—$750.00.

Canadian Practitioner. Monthly. Publishers, Practitioner Publishing Co. Est. 1876. Medical. 1st of month. Subscription, $2.00 a year. 64 pages, 1 col., 7 inches.
One page, six months—$250.00.

TORONTO—(Continued)

Canadian Printer and Publisher. Monthly. Publishers, MacLean Publ. Co. Est. 1892. Printing & Publishing trades. Subscription, $3.00 a year. 68 pages, 2 cols., 10 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement onA.B.C. Form. 876**
One page, one time—$60.00.

Canadian Railway and Marine World. Monthly. Publishers, Acton Burrows. Est. 1898. 1st of month. Steam and electric railway, marine and shipbuilding. Subscription, $2.00 a year. 120 pages, 3 cols., 10 inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report 2,232**
One page, one time—$78.00.

Canadian Red Cross. Monthly. Publishers, Can. Red Cross Soc. Est. 1922. 1st of month. Health and hygiene. Subscription, 25c a year. 16 pages, 3 cols., 10 inches. Circulation . . . . . No report

Canadian Stationer. Monthly. Publishers, F. I. Weaver, 263 Adelaide St. W. Est. 1921. Stationery Trade. Subscription, $1.00 a year. 2 cols., 10 inches by 3¼ inches. Circulation . . . . . 1½ M.
One page, one time—$42.00.

Canadian Student. Monthly. (October to March.) Publishers, Students Christian Movement of Canada, 604 Jarvis St. Est. 1918. 10th of month. Subscription, $1.00 a year. 32 pages, 1 and 2 cols., 6½ inches.
Circulation . . . . . No report

Canadian Trade Unionist. Monthly. Publishers, Can. Trade Union Pub. Co., 4 Alexander St. Est. 1921. 16th of month. Labor. Subscription, $1.00 a year. 4 pages, 8 cols., 12½ inches. Circulation . . . . . No report

Canadian Welding Journal. Monthly. Publishers, Wilcox-Robinson Co., 12 John St. Est. 1919. Welding. Subscription, $3.00 a year. 2 cols., 10 inches.

Canadian Woodworker. Monthly. Publishers, Woodworking Publishing Co., Ltd. Est. 1908. 18th of month. Woodworking and furniture trades. Subscription, $2.00 a year. 112 pages, 2 cols., 10 inches. Circulation . 2½M.
One page, one time—$50.00.

Candy. Monthly. Publishers, Business Pub., Ltd. Est. 1922. 1st of month. Confectionery trades. Subscription, $2.00 a year. 56 pages, 3 cols., 10 inches. Circulation. 1¾M.
One page, one time—$50.00.

China's Millions. Monthly. Publishers, China Inland Mission. Est. 1892. First of month. Mission work. Subscription, $1.00 a year. 16 pages, 2 and 3 cols., 9 inches. No advertisements.

Clothier and Haberdashery. Monthly. Publisher, Consolidated Press, Ltd. Est. 1900. 1st of month. Clothing and men's furnishings. Subscription, $2.00 a year. 100 pages, 2 cols., 10 inches. Circulation . . . . . 2M.
One page, one time—$65.00.

Construction. Monthly. Publishers, Consolidated Press, Ltd. Est. 1908. 13th of month. Architecture, building and engineering. Subscription, $3.00 a year. 70 pages, 2 cols., 10 by 3½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,039**
One page, one time—$65.00.

Contractor. Monthly. Publisher, Harold W. Thompson, 511 Federal Bldg. Est. 1920. 5th of month. General construction. Subscription, $2.00 a year. 86 pages, 3 cols., 8½ inches. Circulation . . . . . 3¼M.
One page, one time—$45.00.

TORONTO—(Continued)

Dominion Dental Journal. Monthly. Publishers, Consolidated Press, Ltd. Est. 1858. 5th of month. Dental. Subscription ,$1.50 a year. 80 pages, 2 cols., 7½ inches.
One page, one time—$20.00.

Dominion Independent Oddfellow. Monthly. Publisher, Rev. Walter Cox. Est. 1898. 15th of month. Fraternal. Subscription, $1.50 a year. 24 pages, 4 cols., 12 inches. Circulation . . . . . 3M.

Dry Goods Review. Monthly. Publishers, MacLean Publishing Co., Ltd. Est. 1891. 10th of month. Trade. Subscription, $2.00 a year. 168 pages, 3 cols., 10 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923. as per Publisher's Statement on A.B.C. Form . 1,661**
One page, one time—$70.00.

Economist. Monthly. Publishers, Economist Printing & Publishing Co., Ltd. Est. 1895. 15th of month. Insurance, banking and finance. Subscription, $2.00 a year. 24 pages and more, 2 cols., 9½ inches. Circulation . 3M.

Electrical Dealer and Contractor. Monthly. Publisher, Commercial Press, Ltd. Est. 1915. 18th of month. Electrical retail contracting trades. Subscription, $1.00 a year. 36 pages, 2 cols., 10 inches. Average circulation for year ending Dec. 31st ,1923 1,652
One page, one time—$36.00.

Electrical Sales Builder. Monthly. Publishers, Hugh C. MacLean Pub., Ltd. Est. 1924. 10th of month. Electrical merchandizing. Subscription, $1.00 a year. 92 pages, 2 cols., 7 by 2⅛ inches. Circulation . . See Note A.

Evangelical Christian and Missionary Witness. Monthly. Publishers, Evangelical Publishers, Inc. Est. 1904. 1st of month. Religious. Illustrated. Subscription, $1.50 a year. 40 pages, 3 cols., 9 inches. Circulation . 6½M.
One page, one time—$60.00.

Footwear in Canada. Monthly. Publishers, Hugh C. MacLean Publications, Ltd. Est. 1911. 10th of month. Trade. Subscription, $1.00 a year. 80 pages, 2 and 3 cols., 10 inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report . 2,307**
One page, one time—$50.00.

Forester. Monthly. Publishers, Independent Order of Foresters. Est. 1881. 15th of month. Fraternal. Subscription, $1.00 a year. 12 pages, 3 cols., 11 inches. No advertisements.

Freemason. Monthly. Publishers, Cowan & Co. Est. 1881. 25th of month. Fraternal. Subscription, $1.00 a year, 24 pages, 3 cols., 9 inches. Circulation . . 27M.
One page, one time—$50.00.

Fourth Degree. Monthly. Publisher, B. F. Utley. Est. 1919. 15th of month. Fraternal. Subscription, $1.00 a year. 12 pages, 6 by 9 inches. Circulation . No report

Furniture Journal. Monthly. Publishers, Acton Publishing Co., Ltd. Est. 1894. 10th of month. Furniture trade. Subscription, $1.50 a year. 60 pages and more, 2 cols., 10 inches. Circulation . . . . No report
One page, one time—$50.00.

Furniture World. Monthly. Publishers, Hugh C. MacLean Publ. Co., Ltd. Est. 1911. 1st of month. Trade. Subscription, $2.00 a year. 72 pages, 2 cols., 10 inches. Circulation . . . . . 1¾M.
One page, one time—$50.00.

Goblin. Monthly. Publishers, The Goblins, Ltd. Est. 1921. 15th of month. Humour. Subscription, $2.25 a year. 40 pages, 2 and 3 cols., 10 by 3½ and 10 by 2⅞ inches. Circulation . . . . . 15M.
One page, one time—$80.00.

TORONTO—(Continued)

Hardware and Accessories. Monthly. Publishers, Weston Wrigley Publications, 8 University Ave. Est. 1909. 1st of month. Hardware trades. Subscription, $1.00 a year. 72 pages, 2 cols., 10 inches. Circulation . . . 3¼M.
One page, one time—$60.00.

Hospital Buying. Monthly. Publishers, Edwards Pub. Co., 13 King St. W. Est. 1924. 25th of month preceding. Hospital trade. Subscription, $1.00 a year. 24 pages and more, 2 cols., 10 by 3¼ inches. Circulation . See Note A.
One page, one time—$35.00.

Hospital World. Monthly. Publisher, W. A. Young, M.D. Est. 1911. 1st of month. Official organ of the Canadian Hospital Associations. Subscription, $3.00 a year. 168 pages, 1 and 2 cols., 8 inches. Circulation . . 6¼M.
One page, one time—$80.00.

Hya Yaka. Monthly. Publishers, Students of the Royal College of Dental Surgeons of Ontario. Est. 1901. Subscription, $1.00 a year. 1 col., 8 inches.
Circulation . . . . . ½M.

Industrial Canada. Monthly. Publishers, Canadian Manufacturers' Association. Est. 1900. 1st of month. Industrial. Subscription, $4.00 a year. 148 pages, 2 cols., 10 inches. Average circulation for year ending Dec. 31st, 1923 5,000
One page, one time—$65.00.

Insurance Financial Review. Monthly. Publisher, F. McPhillips. Est. 1904. Insurance and finance. Subscription, $2.00 a year. 24 to 48 pages, 2 cols., 9¼ inches by 3½ inches. Circulation . . . . . 2¼ M.
One page, per year—$500.00.

Kennel and Bench. Monthly. Publishers, Canadian Kennel Club. Est. 1911. 1st week of the month. Dogs. Subscription, $2.00 a year. 40 pages, 3 cols., 10 inches. Average circulation for year ending Dec. 31st, 1923 . 4,829
One page, one time—$20.00.

Khaki Call. Monthly. Publishers, Army and Navy Veterans in Canada. Est. 1916. 20th of month. Subscription, $2.00 a year. 32 pages, 4 cols., 11½ inches. Circulation . . . . . 7½M.
100"—$350.00.

Ladies' Wear Buyer. Monthly. Publishers, Edwards Pub. Co., 13 King St. W. Est. 1920. 10th of month. Ladies' wear trade. Free distribution. 28 to 48 pages, 2 cols., 7 inches. Circulation . . . . . No report

Leathercraft. Monthly. Publishers, R. H. Bedell Publishing Co., Ltd. Est. 1892. 15th of month. Trade. Subscription, $2.00 a year. 40 pages, 2 cols., 10 inches. Average circulation for year ending Dec. 31st, 1923 . . 1,536
One page, one time—$50.00.

Letter Leaflet. Monthly. Publishers, Women's Auxiliary of Church of England in Canada. Est. 1889. 1st of month. Missions. Subscription, 50c. a year. 32 pages, 2 cols., 8 inches.
One page, one time—$65.00.

Life Underwriter's News. Monthly. Publishers, Life Underwriters' Association of Canada. Est. 1914. 1st of month. Insurance. Subscriptions, $4.00 a year. 32 pages, 2 cols., 8½ inches. Circulation . . . . . 2½M.
One page, one time—$30.00.

Lord's Day Advocate. Monthly. Publishers, Lord's Day Alliance of Canada. Est. 1900. 15th of month. Observance of the Lord's Day. Subscription, 50 cents a year. 16 pages, 2 cols., 7 inches. No advertisements.

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TORONTO—(Continued)

Lumber World. Monthly. Publishers, Grant Publications Co. Est. 1923. 15th of month. Lumber trade. Free distribution. 28 pages, 2 cols., 7⅜ inches.
Circulation . . . . . See Note A.
One page, one time—$40.00.

Living Message. Monthly. Publisher, Woman's Auxiliary to the Missionary Society of the Church of England in Canada . . . . . No report

McMaster University Monthly. Monthly. (8 issues per year). Publishers, McMaster University Literary Society. Est. 1891. Collegiate. Subscription, $2.00 a year. 48 pages, 1 and 2 cols., 7 inches. Circulation . . ¾M.
One page, per year—$40.00.

Maple Leaf. Monthly. Publishers, Maple Leaf Publ. Co. Est. 1922. 20th of month. Canadian Clubs. Subscription, $2.00 a year. 56 to 72 pages, 3 cols., 10 by 2¼ inches. Circulation . . . . . 42M.
1,000 l.—$150.00.

Masonic Sun. Monthly. Publishers, Masonic Publishing Co. of Toronto, Ltd. Est. 1910. Masonic. Subscription, $1.50 a year. 36 pages, 2 cols., 7½ inches. Circulation . . . . . No report
One page, per year—$180.00.

Men's Wear Review. Monthly. Publishers, MacLean Publishing Co., Ltd. Est. 1910. 15th of month. Trade. Subscription, $2.00 a year. 64 pages and more, 2 cols., 10 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form. 793**
One page, one time—$65.00.

Missionary Messenger. Monthly. Publishers, Women's Missionary Society of the Presbyterian Church in Canada. Est. 1883. 1st of month. Religious. Subscription, 25 cents a year. 32 pages, 2 cols., 8 inches. Circulation . 40¾M.

Missionary Outlook. Monthly. Publishers, Methodist Missionary Society. Est. 1880. 1st of month. Methodist Missions. Subscription ,50 cents a year. 24 pages, 2 cols., 11 inches, 3¼ inches. Circulation . . . . . 18½M.
No advertisements.

Moderationist. Monthly. Publishers, Moderation League of Ont. Inc., 9 Richmond St. E. Est. 1923. Subscription, $1.00 a year. 8 pages, 2 cols., 10 inches.
Circulation . . . . . See Note A.

Monthly Letter. Monthly. Publishers, Women's Methodist Missionary Society. Est. 1884. 18th of month. Woman's Missionary Society. Subscription, 15 cents a year. 4 pages ,2 cols., 10½ inches.

Monthly Record. Monthly. Publishers, Meteorological Service of Canada, Dept. of Marine. Est. ——. Meteorological data. 85 pages. Issued by request only. Accepts no advertising.

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TORONTO—(Continued)

Motor Trade. Monthly. Publishers, Consolidated Press, Ltd. Est. 1917. 15th of month. Automobile dealers. Subscription, $2.00 a year. 60 pages, 2 cols., 10 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form . . . 3,295**
One page, one time—$65.00.

Musical Canada. Monthly. Publisher, H. C. Fricker, 9 Powell Ave. Est. 1907. 10th of month. Musical. Subscription, $1.50 a year. 32 to 48 pages, 2 cols., 8 inches. Circulation . . . . . 1½M.
One page, one time—$45.00.

National Hygiene and Public Welfare. See Canada Lancet and National Hygiene, Toronto.

National Life. Monthly. Publishers, National Review Co., of Canada, Ltd., 112 Union Trust Bldg. Est. 1921. Subscription, $1.00 a year. 30 pages, 4 cols., 12 inches. Average circulation for 6 month ending Dec. 31st, 1923 . 14,083
1,000 l.—$200.00.

National Progress. Monthly. Publishers, National Progress Publishing Co. Est. 1915. 25th of month previous. Literary. Subscription, $1.00 a year. 48 pages, 2 cols., 10¼ inches. Circulation . . . . . No report

Oral Health. Monthly. Publishers, Oral Health Publ. Co. Est. 1910. 15th of month. Dental. Subscription, $2.00 a year. 88 pages, 1 col., 7½ inches.
One page, one time—$20.00.

Paint and Decorating. Monthly. Publishers, Westman Press, Ltd. Est. 1923. 15th of month. Trade. Subscription, $1.00 a year. 24 pages, 2 cols., 10 inches. Circulation . . . . . See Note A.

Pathfinder. Monthly. Publishers, Presbyterian Publications. Est. 1912. Religious. Subscription, 75 cents a

TORONTO—(Continued)

year. 40 pages, 2 cols., 7¼ inches.
No advertisements.

Phonograph Journal of Canada. Monthly. Publishers, Fullerton Publishing Co. Est. 1919. 15th of month. Phonograph trade. Subscription, $2.00 a year. 96 pages, 3 cols., 10 inches.
One page, one time—$60.00.

Postal Journal of Canada. Monthly. Publishers, Postal Journal of Canada. Est. 1922. 20th of month. Subscription, $1.00 a year. 12 to 16 pages, 2 cols., 10 inches. Circulation . . . . . No report

Pottery, Glass, House Furnishing and Toys. Monthly. Publishers, M. T. Lester Publishing Co. Est. 1909. Trade. 15th of month. Subscription, $2.00 a year. 36 pages and more, 2 cols., 9½ inches. Circulation . . . 1¾ M.
One page, one time—$40.00.

Public Health Journal. Monthly. Publishers, York Publ. Co., Ltd., 207 York Bldg. Est. ——. Public health. Subscription, $2.00 a year. 50 pages, 1 col., 7¼ inches. Circulation . . . . . No report

Radio. Monthly. Publishers, A. F. Penton & Co., 60-62 Adelaide St. E. Est. 1922. 1st of month. Radio. Subscription, $1.50 a year. Page, 7⅛ inches by 9½ inches.
One page, one time—$70.00.

Radio is Canada's leading Radio magazine. It is the oldest magazine in its field and has a national circulation. Radio fans throughout Canada read its ads. and buy. This magazine is the best buy for any advertiser who wants to reach efficiently this free spending market. (Publisher's Statement.)

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257 ADELAIDE ST. W. TORONTO, ONT.

TORONTO—(Continued)

Radio News of Canada. Monthly. Publishers, Radio [illegible]ss of Canada, Ltd, 257 Adelaide St. West. Est. 1922. [illegible] Subscription, $2.00 a year. 64 pages, 2 cols., 10 by 3[illegible] inches. Circulation . . . . . 12¼M.

1,000 1.—$500.00. 5,000 1.—$2,500.00.

In all the world's history, nothing has ever seized upon the public's fancy to the same extent as radio. And the interest in this wonderful discovery instead of waning is increasing in intensity every day. The demand for magazines and literature on radio is far greater than the supply. The Radio News has been established to meet this demand, with the result that its circulation is forging ahead. As an advertising medium it is unsurpassed. (Publisher's Statement.)

Radio Sales. Monthly. Publishers, E. M. Wilcox, Ltd. 204 King St. E. Est. 1924.

One page, one time—$40.00.

Retail Druggist of Canada. Monthly. Publishers, Commercial Press, Ltd. Est. 1913. 27th of month. Drug trade. Subscription, $1.00 a year. 32 pages, 2 cols., 10 inches. Circulation . . . . . 1½ M.

One page, one time—$36.00.

Retail Grocer and Canadian Provisioner. Monthly. Publishers, Commercial Press, Ltd. Est. 1911. 10th of month. Grocers, general stores and provision dealers. Subscription, $1.00 a year. 56 pages, 2 cols., 10 inches. Circulation . . . . . 3½ M.

One page, one time—$36.00.

Sailor. Monthly. Publishers, Hugh C. McLean, Ltd. Est. 1918. 1st of month. Organ of Navy League of Canada. Subscription, $2.00 a year. 32 pages, 2 and 3 cols., 12 by 2¼ and 3½ inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report. 4,002**

1,000 1.—$200.00.

School. Monthly, except July and August. Publishers, Ontario College of Education, University of Toronto. Est. 1912. 1st of month. Educational. Subscription, $1.50 a year. 96 pages, 1 col., 7¼ inches. Circulation . 6¾M.

One page, one time—$25.00.

Social Welfare. Monthly. Publishers, Social Service Council of Canada. Est. 1918. 15th of month. General sociology. Subscription, $2.00 a year. 20 pages, 2 cols., 10¾ inches. Circulation . . . . . 5¾ M.

No advertisements.

Sons of England Record. Monthly. Publishers, Sons of England Benefit Society. Est. 1896. Fraternal. Subscription, $1.00 a year. 8 pages, 4 cols., 14½ inches. Circulation . . . . . No report

Sport Goods Journal of Canada. Monthly. Publishers, Fullerton Publ. Co., Ltd., 177 Jarvis St. Est. 1923. 1st of month. Sporting goods trade. Subscription, $2.00 a year. 64 pages, 7¼ by 10 inches. Circulation . See Note A.

One page, one time—$60.00.

Sporting Goods. Monthly. Publishers, A. F. Penton & Co. Est. 1923. 1st of month. Sporting goods trade. Subscription, $1.00 a year. 48 pages, 2 cols., 9½ by 7⅛ inches. Circulation . . . . . See Note A.

One page, one time—$60.00.

Teachers' Assistant. Monthly. Publishers, General Board of Religious Education. Est. 1887. Sunday school work. Subscription, 70 cents a year. 48 pages, 2 cols., 8 inches. Circulation . . . . . 11½ M.

Teachers' Monthly. Monthly. Publishers, Presbyterian Publications. Est. 1895. Sunday school work. Subscription, 60 cents a year. 64 pages, 2 cols., 7¼ inches. Circulation . . . . . 14 M.

No advertisements.

TORONTO—(Continued)

Trader and Canadian Jeweler. Monthly. Publishers, Consolidated Press, Ltd. Est. 1879. 1st of month. Interests of jewelers. Subscription, $3.00 a year. 100 pages, 2 cols., 10 inches. Circulation . . . . . No report
One page, one time—$65.00.

Trinity University Review. Monthly. Publishers, Students of Trinity College. Est. 1882. 15th of month. Collegiate. Subscription, $1.50 a year. 32 pages, 2 cols., 8 inches. Circulation . . . . . 1 M.

United Farmers' Co-operative Digest. Monthly. Publishers, The United Farmers' Co-op. Co., Ltd. Est. 1922. 1st of month. Co-operative marketing. Free to United Farmers of Ontario. 16 pages, 3 cols., 9½ by 2⅜ inches. Circulation . . . . . 28M.
One page, one time—$95.00.

University of Toronto Monthly. Monthly except July, August and September. Publishers, Alumni Federation of University of Toronto. Est. 1900. University Graduates. 5th of month. Subscription, $3.00 a year. 48 pages, 2 cols., 8 inches. Circulation . . . . . 3M.
One page, one time—$35.00.

QUARTERLIES

Butterick Fashions. Quarterly. Publishers, Butterick Publishing Co. Est. 1908. Fashions and dress. January, April, August and October. 25 cents per copy. 80 to 90 pages, 9⅜ by 12⅛ inches. See Canadian Fashions Quarterlies.

Canadian Exporter. Quarterly. Publishers, A. F. Penton & Co., 60-62 Adelaide St. E. Est. 1920. Manufacturing and Exporting. Subscription, $1.50 a year. Page, 7⅛ by 9½ inches. Circulation . . . . . No report
One page, one time—$125.00.

Canadian Fashion Quarterlies. Comprising Butterick and Designer Quarterlies. January, April, August and October. Fashions and dress. 75 to 90 pages, 9⅜ by 12⅛ inches. Circulation . . . . . 86¾M.
One page, one time, in combined issues—$480.00.

Canadian Historical Review. Quarterly. Publishers, University of Toronto. Est. 1920. March, June, September, December. Canadian History and Literature. Subscription, $2.00 a year. 102 pages, 1 col., 8½ inches. Circulation . . . . . ¾ M.
One page, one time—$25.00.

Church Home Department Quarterly. Quarterly. Publishers, General Board of Religious Education of the Church of England, Confederation Life Bldg. Est. 1920. Subscription, 50 cents a year. 48 pages, 2 cols., 9¼ inches.

Designer Fashions. Quarterly. Publishers, The Designer Publ. Co., Inc. Est. 1908. Fashions and dress. January, April, August, October. 25 cents per copy. 75 to 90 pages, 9⅜ by 12⅛ inches. See Canadian Fashion Quarterlies.

Echoes. Quarterly. Publishers, Imperial Order Daughters of the Empire. Est. 1900. March, June, October, December. Fraternal. Subscription, 50 cents a year. 106 pages, 4 cols., 12½ by 2⅛ inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A. B. C. Auditor's Report 9,136**
1,000 1.—$200.00.

Home Study Quarterly. Quarterly. Publishers, Presbyterian Publications. Est. 1896. Religious. Subscription, 20 cents a year. 32 pages, 2 cols., 7½ inches.
No advertisements.

Intermediate Quarterly. Quarterly. Publishers, Presbyterian Publications and Methodist Book & Publ. House. Est. 1907. Religious. Subscription, 28 cents a year. 28

TORONTO—(Continued)

pages, 2 cols., 7¼ inches. Circulation . . . . 25 M.
No advertisements.

Journal of the Canadian Bankers' Association. Quarterly. Publishers, Consolidated Press, Ltd. Est. 1894. January, April, July and October. Subscription, $1.00 a year. 80 to 140 pages, 1 col., 7½ by 4¼ inches. Circulation . 3M.
One page, one time—$25.00.

Journal of the Royal Architectural Institute of Canada. Quarterly. Publishers, Royal Architectural Institute of Canada. Est. 1924. Architectural. Subscription, $2.00 a year. 52 pages, 2 cols., 11 inches. Circulation. See Note A.

Primary Quarterly. Quarterly. Publishers, Presbyterian Publications and Methodist Book & Publ. House. Est. 1896. Religious. Subscription, 32 cents a year. 32 pages, 2 cols., 7¼ inches. Circulation . . . . . 20 M.
No advertisements.

Senior Quarterly. Quarterly. Publishers, Methodist Book & Publ. House. Est. 1898. Religious. Subscription, 35 cents a year. 48 pages, 2 cols., 7¼ inches.
No advertisements.

Square Deal. Quarterly. Publishers, Tax Reform League of Eastern Canada, 100 Lombard St. Est. 1903. Single tax. Subscription, 50 cents a year. 8 pages, 2 cols., 10 inches. Circulation . . . . . No report

TOTTENHAM, pop. 494. County—Simcoe. 40 miles north of Toronto. Railroads — C. P., C. N. Bank — Roy. Nearby Towns—Beeton 5 miles, Bolton 12 miles. Country adapted for mixed farming. Industries—grist, saw and planing mills, grain elevator, woodworking and box factories and creamery.

Sentinel. Weekly. Publisher, R. A. Semple. Est. 1864 Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¼ inches. Circulation . . . . ¾M.

TRENTON, pop. 5,902. County—Hastings. 95 miles east of Toronto, at the head of the Bay of Quinte. Railroads—C. O., C. N., C. P. Steamboat connections with all lake ports. Banks — Stan., Mol., Mtl. Colleges, etc. — High School. Nearby Towns—Belleville 12 miles, Stirling 13 miles. Country adapted for general farming, dairying and fruit growing. Natural Resources—iron, gold, marble, limestone and fish. Industries—Barr Registers, Limited; Cuff, A. E.; Benedict Proctor Mfg. Co., Ltd.; Frankford Canning Co., Ltd.; Mayhew, H. E. Flour & Chopping Mill; Shourdes & Collier; McClung, S. B. & Co., hardware; Trent Mfg. Co., Ltd.; Trenton Cooperage Mills, Limited.

Courier-Advocate. Weekly. Publisher, Vance A. Statia & Son. Est. 1879. Thursday. Conservative. Subscription $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation, 1¼M.
100"—$21.00. 400"—$84.00. 1,000"—$210.00.

Quinte Sun. Weekly. Publishers, Jarrett & Son. Est. 1921. Saturday. Independent. Subscription, $2.00 a year. 12 to 16 pages, 6 cols., 20 inches. Circulation . . 1¾M.
100"—$21.00. 400"—$84.00. 1,000"—$200.00.

TWEED, pop. 1,339. County—Hastings. 118 miles east of Toronto, on the Moira River Railroads—C.P., C.N. Banks —Mtl., Roy. Nearby Towns—Thomasburg 7 miles, Madoc 13 miles. Country adapted for mixed farming and dairying. Natural Resources—iron, copper, gold, building stone, marble, marl, antinolite, water power. Industries—hub, bent goods, brick, sash, woodworking, cheese and blind factories, marble works, elevator, machine shop, one foundry and planing mills.

Advocate. Weekly. Publisher, Zed. La Fontaine. Est. 1910. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . ¾ M.
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

TWEED—(Continued)

News. Weekly. Publisher, The Tweed News, Ltd. Est. 1886. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. Circulation . . . 1½ M.
100"—$16.00. 400"—$48.00. 1,000"—$120.00.

UXBRIDGE, pop. 856. County—Ontario. 40 miles north of Toronto. Noted resort for trout fishing. Railroad—C.N. Banks—Dom., Ster. Colleges, etc.—High School. Nearby Towns—Whitby 21 miles, Sunderland 14 miles. Country adapted for mixed farming, dairying and stock raising. Industries—flour, chopping, saw and grist mills, marble and carriage works, foundry, furniture factory and nurseries.

Journal. Weekly. Publisher, A. J. DeCarle. Est. 1869. Thursday. Liberal. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches. Circulation . . . . . No report

North Ontario Times. Weekly. Publishers, Harold J. Cave. Est. 1869. Thursday. Conservative. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . 1M.
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

VANKLEEK HILL, pop. 1,499. County—Prescott. 270 miles northeast of Toronto. Railroads—C.P., C.N. Banks—N.S., Hoch. Colleges, etc.—Collegiate Institute. Nearby Towns—Hawkesbury 7 miles, L'Orignal 7 miles. Country adapted for farming, lumbering and dairying. Industries—cheese, sash, door and furniture factories, marble, pump and brick works, roller saw, pulling, flour and planing mills and carriage repair shop.

Eastern Ontario Review. Weekly. Publisher, W. J. Duncan. Est. 1893. Thursday. Independent-Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 22½ inches. Circulation . . . . . 1M.
100"—$20.00. 400"—$60.00. 1,000"—$150.00.

Vankleek Hill has a population of 1,700. It has an exceptionally rich farming country surrounding it. The great majority of the readers are well-to-do. The Review circulation is confined largely to the town and country within a radius of 40 miles of Vankleek Hill. It is a strictly local paper, every item in which is home printed. It is the only paper published in Vankleek Hill and covers completely the towns of Hawkesbury, Alfred, St. Eugene, Dalkeith, Fournier, Riceville, Marville, McCrimmon, Plantagenet, L'Orignal. (Publisher's Statement.)

WALKERTON, pop. 2,344. County—Bruce. 110 miles northwest of Toronto, on the Saugeen River. Railroads—C.N., C.P. Banks—Com., Mtl. Colleges, etc.—High School, Business College. Nearby Towns—Hanover 8 miles, Paisley 12 miles. Country adapted for farming. Industries—Canada Spool & Bobbin Co., Ltd.; Knetchell Furniture Co., Ltd.; Pletsch Bros.; Sterling Twine Co., Ltd.; Truax, R. & Son; Walkerton Electric Light & Power Co., Ltd.; Walkerton Foundry Co.

Bruce Herald and Times. Weekly. Publishers, W. Wesley & Son. Est. 1860. Thursday. Conservative. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . . . . 2½ M.
100"—$20.00. 400"—$64.00. 1,000"—$160.00.

Telescope. Weekly. Publisher, Lorne A. Eedy. Est. 1869. Thursday. Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . . . 1¼ M.
100"—$20.00. 400"—$72.00. 1,000"—$180.00.

WALKERVILLE, pop, 7,059. County—Essex. 230 miles southwest of Toronto, on Detroit River. Railroads—C.N., P.M. Banks—Mtl., Prov., Com., Imp., Roy. Country adapted for fruit growing and farming. Industries—American Auto Trimming Co.; Bazaar, The; Berry Bros., Inc.; Border Cities Wire and Iron Works; Buhl Stamping Co.; Canadian Bridge Co.; Can. Detroit Twist Drill Co., Ltd.; Canadian Driver-Harris Co., Ltd.; Dodd & Struthers, Inc.; Dominino Forge & Stamping Co., Ltd.; Dominion Paint Works, Ltd.; Essex Cotton Mills, Ltd.; Gotfredson Truck Corp., Ltd.; Hartwell Bros., Ltd.; E. W. Jeffress, Ltd.; Kerr Engine Co., The, Ltd.; Kuntz Brewery, Ltd.; Lake Erie Coal Co., Ltd.; Lanspeary's, Ltd.; Motor Products; Parke Davis & Co.; Peabody's, Ltd.; Penslar Co., Ltd.; Studebaker Corp. of Can., Ltd.; Thumm, O. & W. Co.; Trussed Concrete Steel Co. of Canada, Ltd.; Union Button Fastening & Button Co. of Canada, Ltd.; Hiram Walker,

WALKERVILLE—(Continued)

Son, Ltd.; Walkerside, Ltd.; Walkerville Brewing Co., Ltd.; Walkerville Hardware Co., Ltd.; Woollatt, Wm. & Sons, Ltd.

News. Weekly. Publishers, Chas. Clark. Est. 1920. Wednesday. Independent. Subscription, $1.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . 2½M.
100"—$45.00. 400"—$160.00. 1,000"—$350.00.

The News started with a criculation of 2,000 in 1920. Today this circulation has increased to 2,600. The News is the only paper in the town of Walkerville, with its population of about 7,000 people. We circulate from house to house, and we employ men (not boys) to deliver the paper. This guarantees that every paper reaches the home We cover every home in Walkerville and the eastern part of Windsor. (Publisher's Statement.)

WALLACEBURG, pop. 4,006. County—Kent. 169 miles southwest of Toronto, on the Sydenham River. Good shipping lake port. Railroads—P.M., C.W. & L.E. Electric. Banks—Mtl., Com., Tor., Roy. Nearby Towns—Chatham 18 miles, Sombra 10 miles. Country adapted for fruit growing and farming, especially sugar beet raising. Industries—sugar beet factory, cut glass and iron works, canning factory, brass and cooperage works, chopping, planing and flax mills, evaporator and shipyards.

News. Weekly. Publishers, Colwell Bros. Est. 1896. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 2,641**
100"—$16.00. 400"—$64.00. 1,000"—$160.00.

WARKWORTH, pop. 800. County—Northumberland. 84 miles northeast of Toronto. Hastings 10 miles, nearest railroad station. Bank—Union. Colleges, etc.—High School. Nearby Towns—Hastings 10 miles, Colborne 15 miles. Country adapted for mixed farming and dairying. Industries—cheese factory, saw and grist mills, cabinet works, repair shop and electric power plant.

Journal. Weekly. Publisher, W. H. Henry. Est. 1892. Wednesday. Independent. Subscription, $1.00 a year. 4 pages, 6 cols., 20 inches. Circulation . . . . . 1 M.
100"—$12.00. 400"—$48.00. 1,000"—$120.00.

WATERDOWN, pop. 754. County—Wentworth. 34 miles southwest of Toronto. Railroad—C.P. Bank—Roy. Nearby Towns—Aldershot 4 miles, Freelton 10 miles. Country adapted for mixed farming. Industries—toy, basket and wagon factories.

Review. Weekly. Publisher, C. H. Greene. Est. 1918. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 19¾ inches. Circulation . . No report

WATERFORD, pop. 1,123. County—Norfolk. 70 miles southwest of Toronto. Railroads—M.C., T.H. & B., L.E. & N. Banks—Mtl., Tor. Nearby Towns—Simcoe 7 miles, Brantford 15 miles. Country adapted for farming and fruit growing. Industries—planing, saw, knitting, and flour mills, pump works, evaporators, lumber yards and canning factory.

Star. Weekly. Publisher, Pearce Publ. Co., Ltd. Est. 1874. Thursday. Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Circulation . . . 1½M.
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

WATERLOO, pop. 5,883. County—Waterloo. 60 miles west of Toronto. Railroad—C.N. Banks—Tor., Com., Mol., Roy. Colleges, etc.—Kitchener and Waterloo Collegiate Institute. Nearby Towns—Kitchener 2 miles, Guelph 14 miles. Country adapted for general farming. Industries—Bauer's Limited; Canada Barrels & Kegs, Ltd.; Doering Trunk Co., Ltd.; Globe Furniture Co., Ltd.; Hogg, Wm. Coal Co., Ltd.; Huehn, Chris.; Kuntz Brewery, Ltd.; Merchants Button Co.; O'Donnell & Henderson; Roschman, Richard & Bro.; Seagram, Joseph E. & Sons, Ltd.; Snider, William Milling Co., Ltd.; Snyder Bros. Upholstering Co., Ltd.; Strum, Morris C.; Waterloo Glove Mfg. Co., Ltd.; Waterloo Broom

WATERLOO—(Continued)

& Brush Co., Ltd.; Waterloo Shirt Co., Ltd.; Waterloo Mfg. Co., Ltd.; Weber, E. O., Ltd. Weichel, M .& Son, Ltd.

Chronicle, Weekly. Publishers, Bean & Sons, Ltd. Est. 1856. Thursday. Independent. Subscription, $1.50 a year. 8 to 16 pages, 7 cols., 21¾ inches. Average circulation for year ending Dec. 31st, 1923 . . . 2,650
100"—$28.00. 400"—$112.00. 1,000"—$280.00.

WATFORD, pop. 1,059. County—Lambton. 135 miles southwest of Toronto. Railroad—C.N. Banks—Mtl., Ster. Colleges, etc.—High School. Nearby Towns—Strathroy 12 miles, Wyoming 12 miles. Country adapted for farming and fruit growing. Industries—wire and carriage works, sash, door and wagon factories, lumber yards, evaporator, grist mill and repair shop.

Guide-Advocate. Weekly. Publisher, W. C. Aylesworth. Est. 1875. Friday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 18 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . 1,565**
100"—$18.00. 400"—$72.00. 1,000"—$180.00.

WELLAND, pop. 8,654. County—Welland. 75 miles south of Toronto, on the Welland Canal. Railroads—C.N., C.P., M.C., Wab., T.H. & B., P.M., N. St. C. & T. Elec. Banks—N.S., Dom., Imp., Roy., Tor, Mtl. Colleges, etc.—High School. Nearby Towns—Niagara Falls 12 miles, Port Colborne 8 miles. Country adapted for fruit growing and stock raising. Natural Resources—gas and water power. Industries—Brasford, Ed.; Canada Forge Co., Ltd.; Canadian Atlas Crucible Steel Co., Ltd.; Canadian Billings & Spencer, Ltd.; Canadian Mead-Morrison Co., Ltd.; Chipman-Holton Knitting Co., Ltd.; Deere, John, Mfg. Co., Ltd.; Diffin Supply & Construction Co., Ltd.; Empire Cotton Mills, Ltd.; Lambert, Samuel L.; MacLean, A. B. Sons, Ltd.; National Sand & Material Co., Ltd.; Oshkosh Overall Co., Ltd.; Plymouth Cordage Co.; Ross Co., The; Scottish Fertilizers, Ltd.; Somerville, W. G. & Sons; Standard Steel Construction Co., Ltd.; Vaughan Seed Co.; Volta Mfg. Co.; Welland Electric Co., Ltd.; Welland Iron & Brass Co.

Tribune and Telegraph. Semi-weekly. Publisher, The Welland Tribune & Telegraph, Ltd. Est. 1854. Tuesday and Thursday. Independent. Subscription, $2.00 a year. 8 to 24 pages, 6 cols., 21 inches. **Average dtailed sworn circulation for year ending Dec. 31st, 1923 . . . 7,364**
100"—$30.00. 400"—$120.00. 1,000"—$250.00.

WELLESLEY, pop. 750. County—Waterloo. 70 miles west of Toronto. Railroad—C.N. , at Baden. Bank—Stan. Nearby Town—Baden 3 miles. Country adapted for dairying and mixed farming. Industries—flour, saw, woollen mills, cheese and knitting factories.

Maple Leaf. Weekly. Publisher, H .W. Kaufman. Est. 1900. Independent. Subscription, $1.00 a year. 8 pages, 5 cols., 19 inches. Circulation . . . . . M.
100"—$12.00. 400"—$40.00. 1,000"—$100.00.

WESTBORO... Suburb of Ottawa. County—Carleton. Railroad—C.P. Bank—N.S.

Carleton Record and Westender Semi-monthly. Publishers, West End Pub. Co. Ltd. Est. 1920. 15th and 30th of month. Independent. Subscription, $1.00 a year. 8 to 12 pages, 5 cols., 16 inches. Circulation . No report

WEST LORNE, pop. 755. County—Elgin. 133 miles west of Toronto. Railroads—M.C., P.M. Banks—Mtl., Union. Nearby Towns—Dutton 9 miles, Highgate 13 miles. Country adapted for mixed farming, dairying and stock raising. Industries—broom, wagon and handle factories, saw and grist mill, elevators, cannery, brick works and foundry.

WEST LORNE—(Continued)

Elgin Sun. Weekly. Publisher, Ernest Lashbrook, at Rodney, Ont. Est. 1897. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches.
100"—$13.00. 400"—$40.00. 1,000"—$100.00.

WESTON, pop. 3,166. 2½ miles northwest of Toronto, on the Humber River. Railroads—C.P., C.N. Banks—Mtl., N.S., Com. Colleges, etc.—High School and two Public Schools. Nearby Towns—Woodbridge 8 miles, Brampton 18 miles. Country adapted for farming and dairying. Industries—planing and flour mills, stove foundry, pump and bicycle, rubber and electric works, brick and bed factories, rubber and packing factories and greenhouses.

Times and Guide. Weekly. Publisher, Charters Publishing Co., Ltd. Est. 1890. Wednesday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 21½ inches. Circulation . . . . . ¾M.
100"—$21.00. 400"—$72.00. 1,000"—$180.00.

WESTPORT, pop. 741. County—Leeds. 163 miles northeast of Toronto, on the Upper Rideau Lake. Railroad—C.N. Banks—Mtl., Union. Nearby Towns—Elgin 9 miles, Delta 16 miles. Country adapted for mixed farming and dairying. Industries—cheese and woodworking factories, brass and iron foundry, plating and marble works, grist, saw and flour mills, boatbuilding shops and electric power plant.

Mirror. Weekly. Publisher, A. P. Niblock. Est. 1893. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . No report

WEST TORONTO, pop. 12,000. County—York, 4 miles north of Toronto. Railroads—C.P., C.N. Industries—See Toronto.

West York Herald. Weekly. Publishers, West York Herald Co. Est. 1890. Thursday. Independent-Conservative. Free distribution. 4 to 8 pages, 4 cols., 15 inches. Circulation . . . . . 7M.
100"—$42.00. 400"—$140.00. 1,000"—$350.00.

WHEATLEY, pop. 378. County—Essex. 188 miles southwest of Toronto, on Lake Erie. Railroad—P.M. Banks—Mtl., Union. Nearby Towns—Leamington 8 miles, Tilbury 13 miles. Country adapted for general farming, fruit and tobacco growing. Natural Resources—oil and gas. Industries—cement, plaster, brick and tile works, flour, saw and planing mills, lumber yards, creamery and machine shop.

Journal. Weekly. Publishers, Epplett Bros. Est. 1895. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . ¾ M.
100"—$14.00. 400"—$48.00. 1,000"—$100.00.

WHITBY, pop. 2,800. County—Ontario. 27 miles northeast of Toronto, on Lake Ontario. Railroads—C.N., C.P. Banks—Stan., Dom., Com. Colleges, etc.—Collegiate Institute, Ontario Ladies' College. Nearby Towns—Oshawa 4 miles, Bowmanville 13 miles. Country adapted for farming and fruit growing. Industries—tannery, saddlery, pump works, machine shop, planing mill, hardware and marble works, blanket factory, power plant.

Gazette and Chronicle. Weekly. Publishers, C. A. Goodfellow & Son. Est. 1856. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 . 1,440
100"—$16.00. 400"—$64.00. 1,000"—$160.00.

Vox Collegii. Monthly. Publishers, Literary Society, Ontario Ladies' College. Est. 1878. Collegiate. 8 issues during college session. Subscription, 75 cents a year. 24 to 40 pages, 2 cols., 7 inches. Circulation . . No report

WIARTON, pop. 1,726. County—Bruce. 117 miles north of Toronto, on the Georgian Bay. Railroad—C.N. Banks—

BISHOP ENGRAVING & PRINTING CO. MONTREAL

MARITIME LITHOGRAPHING CO. LIMITED ST. JOHN, N.B.

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ER HEADS, BILL HEADS, ENVELOPES, BUSINESS CARDS, CHEQUES, S OF EXCHANGE, NOTES, DRAFTS, BONDS, STOCK CERTIFICATES, S, LABELS, SHOWCARDS, POSTERS, HANGERS, CALENDARS.

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MONTREAL

WIARTON—(Continued)
Com., Union. Colleges, etc.—High School. Nearby Towns —Owen Sound 21 miles, Lion's Head 19 miles. Country adapted for mixed farming. Natural Resources—zinc, stone, lumber and fish. Industries—woolen, planing, flour, shingle and saw mills, furniture, casket and hardwood flooring factories, fish hatchery, creamery, foundry, pump works, machine shop and electric power plant.

Canadian Echo. Weekly. Publishers, Can. Echo Co., Ltd. Est. 1879. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches.
Circulation . . . . . 2M.
100"—$20.00. 400"—$72.00. 1,000"—$180.00.

WINCHESTER, pop. 1,126. County—Dundas. 223 miles northeast of Toronto. Railroad—C.P. Banks—N.S., Union. Colleges, etc.—High School. Nearby Towns—Chesterville 7 miles, Kemptville 18 miles. Country adapted for dairying and grain growing. Industries—cheese, furniture, brick, tile, woodworking, sash, door and cement block factories, foundry, flour and planing mills, marble works and repair shop.

Press. Weekly. Publisher, J. H. Ross. Est. 1888. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 1,180
100"—$25.00. 400"—$52.00. 1,000"—$130.00.

WINDSOR, pop. 38,591. With the other closely adjoining "Border Cities" of Walkerville, Ford, Sandwich, Riverside and Ojibway, the population is 75,000. County—Essex. 207 miles southwest of Toronto, opposite Detroit, Mich. Railroad—C.P., C.N., M.C., Wab., P.M. Banks—Com., Dom., Imp., Mol., Roy., Mtl., Prov., Stan. Colleges, etc—Collegiate Institute, St. Mary's Academy, Business College. Nearby Towns—Walkerville 1 mile, Maidstone 11 miles, Ford 2 miles. Country adapted for general farming, especially corn, fruit and tobacco growing. Natural Resources—fisheries, natural gas, limestone and salt. Industries—Adams, G.; Ashby, Mrs. Isabella; Anti-Borax Compound Co.; Auto Specialty Mfg. Co.; Barton-Netting Co., Ltd.; Bartlett, McDonald & Gow, Ltd.; Bellinger, Alfred G.; Boulton, A. H. & Co., Ltd.; British-American Brewing Co., Ltd.; British-American Oil Co., Ltd.; Burroughs Adding Machine of Canada, Ltd.; Canadian Postum Cereal Co.; Canadian Roofing Mfg. Co.; Ltd.; Canadian Salt Co., Ltd.; Canadian Sirocco Co., Ltd.; Canadian Winkley Co., Ltd.; Cast Stone Block & Machine Co., Ltd.; Champion Spark Plug Co. of Canada, Ltd.; Chick Contracting Co., Ltd.; Clark, Geo. C. Metal Last Co.; Curtis Company; DeVilbiss Mfg. Co.; Dominion Radiator & Boiler Co., Ltd.; Easner, T. J. & Sons; Eaton-Clark Co., Ltd.; Eberwein, Paul Elmes, Ltd.; Fenech, V. & F.; Gelber, J. Furniture Co.; Graham, Mrs. Gervaise; Grinnell Brothers; Guppy, H. E. & Co., Ltd.; Ferry, D. M. & Co.; Horton-Cato Mfg. Co.; Howell Bros. & Knowlton; Hurley, J. & T., Inc.; Ideal Fence & Spring Co., Ltd.; Ingram, F. F. Co., Ltd.; Kelsey Wheel Co., Ltd.; Laing, F. H.; Leggett & Platt Spring Bed Co., Ltd.; Lufkin Rule Co. of Canada, Ltd.; Mahon Lumber Co.; Marentelle, Victor E. & Son; Maxwell Motor Co. of Canada., Ltd.; McKee, William J.; McLean Lumber Co., Ltd.; Neal Baking Co., Ltd.; Osterhout, Geo. H.; Partridge, F. E. Rubber Co., The; Penberthy Injector Co., Ltd.; Pilcher Mfg. Co., Ltd.; Puling, W. J. Co., Ltd.; Quality Canners of Canada, Ltd.; Rundle, Geo. H. & Son Co., Ltd.; Seely Mfg. Co., Ltd.; Smith, John A. Co., The; Smythe, J. F. Co,. Ltd.; Standard Paint & Varnish Co., Ltd.; Stearns, Frederick & Co. of Canada, Ltd.; Stewart, R. W. & Co., Ltd.; Strelinger, Chas. A. Co. of Canada, Ltd.; Teahan, Dennis; U. S. Playing Card Co.; Valve Bag Co.; Universal Car Agency, Ltd.; White, Geo. H. & Son, Ltd.; White Machine Works, Ltd.; Wilkinson, G. H.; Windsor Hardware Co.; Windsor Pearl Button Co., Ltd.; Wing, J. T. & Co., Ltd.

Border Cities Star. Daily. Publisher, W. F. Herman. Est. 1918. Evening. Independent. Subscription, $7.00 a year. 16 to 40 pages, 8 cols., 21 inches. **Total net paid cir-**

WINDSOR—(Continued)

culation for 12 months ending March 31st, 1924 ,as per A.B. C. Auditor's Report 22,226

Rate—7 cents per line agate, flat.

WINGHAM, pop. 2,092. County—Huron. 99 miles northwest of Toronto, on the Maitland River. Railroads—C.P., C.N. Banks—Com., Dom. Colleges, etc.—High School, two Business Colleges. Nearby Towns—Westfield 11 miles, Lucknow 11 miles. Country adapted for farming. Industries—furniture, door, frame, chair, glove and carriage factories, tannery, chopping, flour and saw mills, stove foundry, pump, salt and cement works, large lumber yards and machine shop.

Advance and Times. Weekly. Publisher, A. G. Smith. Est. 1871. Thursday. Conservative. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . 2M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

Wingham is one of the most wide-awake towns in Western Ontario. The Advance-Times goes into all the worth-while homes in the vicinity for a distance of over ten miles. The Advance circulates in one of the richest of farming, fruit and poultry raising districts. No more intelligent or well-to-do people can be found anywhere. The Advance, with its circulation of 2,500, is an excellent advertising medium. Considering the number of homes which this newsy paper reaches, its rates are very reasonable. (Publisher's Statement.)

WOODSTOCK, pop. 9,935. County—Oxford. 79 miles southwest of Toronto, on the Thames River. Railroads—C. P., C. N. Electric railway to Ingersoll. Banks—Mtl., Com., Imp., Mol., Roy. Colleges, etc.—Collegiate Institute, Woodstock College, Business Colleges. Nearby Towns—Ingersoll 8 miles, Tavistock 14 miles. Country adapted for farming and dairying. Industries—Bain Wagon Co., Ltd.; Baird, Wm. & Son; Bean & Westlake; Bickerton Bros. & Company; Butler, R. E. Lumber Co.; Canada Furniture Manufacturers, Ltd.; Canadian Linderman Co., Ltd.; Canadian Morehead Mfg. Co., Ltd.; Crown Lumber Co., Ltd.; Cullen, James; Denton, L. B. & Co.; Eureka Planter Co., Ltd.; Harvey Knitting Co., Ltd.; Hay & Co., Ltd.; Hosiery, Limited; Karn Piano & Organ Co., Ltd.; Kennedy Car Liner & Bag Co., Ltd.; Oxford Knitting Co., Ltd.; Schell, M. & W.; Standard Tube Co., Ltd.; Stewart, James, Mfg. Co., Ltd.; Stone, William, Sons, Ltd.; Thomas Organ & Piano Co.; Whitby Braid & Edging Co.; Whitelaw, Robert; Woodstock Packing Co.; Woodstock Wagon & Mfg. Co., Ltd.

Sentinel-Review. Daily. Publishers, Sentinel-Review Co., Ltd. Est. 1886. Evening. Independent. Subscription, $5.00 a year. 8 to 20 pages, 7 cols., 20½ inches. **Total net paid circulation for 12 months ending March 31st, 1924, as per A.B.C. Auditor's Report 5,509**
1,000 l.—$35.00. 5,000 l.—$100.00. 10,000 l.—$200.00.

Sentinel-Review. Weekly. Publishers, Sentinel-Review Co., Ltd. Est. 1854. Thursday. Independent. Subscription, $1.50 a year. 16 to 24 pages, 7 cols., 20½ inches. Average circulation for year ending Dec. 31st, 1923 . 2,500
1,000 l.—$35.00. 5,000 l.—$100.00. 10,000 l.—$200.00.

Rod and Gun in Canada. Monthly. Publishers, W. J. Taylor, Ltd. Est. 1899. 1st of month preceding date of issue. Sports and outdoor life. Subscription, $2.00 a year. 72 pages, 7 inches by 10¼ inches. Circulation for year ending Dec. 31st, 1923 17,296
Rate: 20 cents per line agate flat.

WOODVILLE, pop. 452. County—Victoria. 58 miles north of Toronto. Railroad. C. N. Bank—Stan. Nearby Towns—Lindsay 18 miles, Cannington 6 miles. Country adapted for farming and lumbering. Industries—planing and shopping mills and casket factory.

Advocate. Weekly. Published in Beaverton by the Beaverton Express, and included in rating.

WROXETER, pop. 337. County—Huron. 90 miles west of Toronto, on the Maitland River. Railroad—C.P. Bank—Com. Nearby Towns—Wingham 8 miles, Harriston 13 miles. Country adapted for mixed farming. Industries—oatmeal, saw, woolen and flour mills.

News. Weekly. Publisher, Thomas Nash. Est. 1910. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . . No report

ZURICH, pop. 600. County—Huron. 113 miles west of Toronto. Railroad—C.N. at Hensall, 6 miles distant. Bank—Mol. Nearby Towns—Seaforth 18 miles, Exeter 12 miles. Country adapted for mixed farming. Industries—saw, flax, flour and planing mills, clothing, glove and carriage factories, evaporator and brick works.

Herald. Weekly. Publishers, C. L. Smith. Est. 1900. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 750
100"—$16.00. 400"—$52.00. 1,000"—$130.00.

GRIP
LIMITED

Designers Artists
Engravers Photographers

TORONTO :-: MONTREAL

PRINCE EDWARD ISLAND

Area—2,184 square miles.

Population, Census 1921	88,615
Urban population, Census 1921	19,093
Rural population, Census 1921	69,522

Principal Cities—

	Population Census 1921
Charlottetown	12,347
Summerside	3,228

Prince Edward Island is almost unique on this continent as a self-supporting agricultural area. It is a region of prosperous farms, comfortable homes, and good living conditions prevail everywhere.

Prince Edward Island is Canada's smallest but richest province. It is known as the "Garden of the Gulf." Every acre is tillable. There are 14,000 farms, occupying an area of 1,216,483 acres. The values of the crops in 1923 were $10,423,900.

In 1922 the gross agricultural wealth of Prince Edward Island was $72,138,000, including land, $23,300,000; field crops, $16,146,000; buildings, $14,031,000; live stock, $9,373,000; implements, $4,475,000; animals on fur farms, $4,000,000.

The value of the potato, root and fodder crops for 1923 was $6,678,000, as against $6,745,000 in 1922, a slight decrease as a result of a late spring and a cool summer. Oats was the heaviest of all crops and yielded over six million bushels.

A recent innovation in Prince Edward Island is the cultivation of seed potatoes for export to New York and other more southern states. This enterprise began in 1920 with the export of 10 car-loads, increased to 60 car-loads in 1921, 150 car-loads in 1922, and in 1923 will reach 250 to 300 car-loads. Something over a dollar a bushel has been, and is being, paid the producers for this special class of field crops ,making the business quite remunerative.

Fisheries, which rank next in productivity to farms in the value of their yearly output, had a good average year. Fully two-thirds of the value produced is in lobsters sold for export, and which realized in 1923, $1,387,428, an increase of $126,662 or 10 per cent. over the previous year.

Nearly half of all the fox ranches in Canada are on Prince Edward Island. There are 435 of these, which contain about 10,000 foxes. The annual value of the fox industry is about $2,000,000.

In the silver fox breeding industry in 1923, there was a good increase in young foxes produced and reared. A greater number of live breeding foxes were sold abroad than perhaps ever before, and at better average prices than in 1922. Pelts were also higher in price but low in comparison with pre-war years. At the recent fox exhibition in Toronto, practically all the prizes were captured by Island breeds.

There are 476 schools on Prince Edward Island. There are more schools in relation to size than any other province in Canada. There is a school house to every 4.6 square miles.

CHARLOTTETOWN, pop. 12,347. County—Queen's. Capital of the Province, situated at the confluence of the York, Elliott and Hillsborough Rivers. One of the finest harbors

Charlottetown Patriot

The Only Evening Daily Paper On Prince Edward Island

The circulation of the Patriot is almost entirely local and rural.

It has the entire field to itself and is claimed by local advertisers as the best suited for this field.

Circulates in the richest territory per capita in Canada.

Its readers are the prosperous residents of Charlottetown and the wealthy farmers and fox breeders of the surrounding country.

It is the oldest daily published in Charlottetown and has a circulation of over 5,000.

Let us send you rate card.

The Patriot Publishing Co.,

Charlottetown, P.E.I.

CHARLOTTETOWN—(Continued)

in the world. Steamship connection with the mainland all the year round. Centre of distribution and supply for the eastern two-thirds of the island. Railroad—P.E.I. Banks—Com., Mtl., N. S., Roy., Prov. Colleges, etc. — Prince of Wales College, St. Dunstan's College, Normal School, Convent Schools, Business Colleges. Country adapted for mixed farming. There are over 70 fox ranches situated in vicinity. Natural Resources—lobsters, fish and oysters. Industries—Agnew, John; Charlottetown Can Co., Ltd.; Auld Bros., Ltd.; Carter & Co., Ltd.; Carvell Bros.; Charlottetown Condensed Milk Co., Ltd.; De Blois Bros., Ltd.; Fennell & Chandler; Full, George E.; Harris Abattoir Co., Ltd.; Hickey & Nicholson Tobacco Co., Ltd.; Horne, A. & Co.; Moore & McLeod, Ltd.; Morris, J. & T., Ltd.; Mutch, R. E. & Co.; Portland Packing Co.; Prowse Bros., Ltd.; Riley, T. B. & D. J.; Rogers Hardware Co., Ltd.; Simpson Roberts & Co.; Sims Packing Co., Ltd.; The Stewart, Bruce & Co., Ltd.

Guardian. Daily. Publishers, Island Guardian Publishing Co. Est. 1891. Morning. Liberal-Conservative. Subscription, $4.50 and $4.00 a year. 8 to 20 pages, 8 cols., 20½ inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 5,551**

1,000 l.—$100.00. 5,000 l.—$175.00. 10,000 l.—$350.00.

No other province in Canada in proportion to its size offers the opportunities to advertisers that are found on Prince Edward Island. The wealth of the Province is estimated at $1,353 per capita, or $6,765 per family. The amount at the credit of the people in the savings banks is $7,500,000. The inhabitants of the city and towns nearly all own their own houses. The farmers own their own lands as free holders. The Charlottetown Guardian blankets this prosperous territory. (Publisher's Statement.

Patriot. Daily. Publishers, Patriot Publishing Co. Est. 1881. Evening. Liberal. Subscription, by carrier,

CHARLOTTETOWN—(Continued)

$4.00; by mail, $3.00 a year. 8 to 16 pages, 7 cols., 20½ inches. Circulation . . . . . 5M.
5,000 l.—$100.00. 10,000 l.—$200.00.

When you advertise in Prince Edward Island, you have a territory of 88,000 people worth $12,112,000. No other field of the same size and population in Canada offers the advertiser such a rich field. Everywhere on the Island prosperity is in evidence. The only city on the island is Charlottetown, and the only evening paper in Charlottetown is the Patriot. It is the paper to use to reach this prosperous area. And it is the home paper. (Publisher's Statement.)

Royal Gazette. Weekly. Publisher, Archibald Irwin. Est. 1791. Government official organ. Subscription, 50 cents a year. 4 pages, 3 cols., 11½ inches. Government advertisements only.

SUMMERSIDE, pop. 3,228. County—Prince. 49 miles west of Charlottetown. Beautifully situated on the Bedeque Bay. Excellent harbor, with anchorage for the largest vessels. Daily steamboat connection with mainland. Railroad —P.E.I. Banks—Com., N.S., Prov., Roy. Colleges, etc.—High School, Union Commercial College. Nearby Towns—Wellington 6 miles, Princeton 12 miles. Country adapted for mixed farming and dairying. Centre of fox ranching industry. Natural Resources—excellent water power, lobster, fish and oysters. Industries—Brace, McKay & Co., Ltd.; Hall Manufacturing Co., Ltd.; Holman, R. T., Ltd.; Horne, A. & Co.; Schurman, M. F., Co., Ltd.; Sinclair & Stewart, Ltd.

Island Farmer. Weekly. Publishers, Pioneer Publishing Co. Est. 1887. Wednesday. Agricultural. Subscription, $1.00 a year. 8 pages, 7 cols., 21½ inches. **Average sworn circulation for year ending Dec. 31, 1923 . 3,800**
100"—$21.00. 400"—$68.00. 1,000"—$170.00.

Charlottetown Guardian

"Covers Prince Edward Island like the Dew."

Prince Edward Island is the most thickly populated and prosperous province in Canada.

The population are progressive, enterprising tillers of the soil, and have made such a success of dairy farming and pork production that Prince Edward Island has been termed the "Denmark of Canada."

Prince Edward Island oats and potatoes are famed throughout the American continent and are likewise exported to Europe and the West Indies.

Perhaps the noteworthy industry of Prince Edward Island is the silver fox farming, which yields millions of dollars yearly to farmers and ranchers.

The Charlottetown Guardian reaches every worth while home on the Island.

Members Audit Bureau of Circulations.

Rate cards and other particulars gladly sent on request.

The Guardian Publishing Co.

Charlottetown, P.E.I.

SUMMERSIDE—(Continued)

Journal. Weekly. Publishers, Journal Publishing Co., Ltd. Est. 1865. Tuesday. Conservative. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31, 1923 3,850

100"—$28.00. 400"—$112.00. 1,000"—$280.00.

The Journal is a bright clean cut home newspaper published since 1865. The P.E.I. Agriculturist is the only non-political farm paper in P.E.I., and is the official organ of The P.E.I. Egg and Poultry Assoc., the P.E.I. Co-operative Assoc., and the P.E.I. Potato Growers' Assoc. These two papers have a combined circulation of over 8,000 and are indispensable to the advertiser who wishes to reach the finest homes in prosperous rural Prince Edward Island. Combination rate: 50 inches, 70c per inch; 100 inches and over, 56c per inch. (Publisher's Statement.)

Pioneer. Weekly. Publishers, Pioneer Publishing Co. Est. 1876. Saturday. Liberal. Subscription, $1.00 a year. 8 pages, 7 cols., 22 inches. **Average sworn circulation for year ending Dec. 31, 1923 . . . . . 3,800**

100"—$21.00. 400"—$68.00. 1,000"—$170.00.

P. E. I. Agriculturist. Weekly. Publishers, The Journal Publishing Co., Ltd. Est. 1880. Friday. Agricultural. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 . 4,800

100"—$35.00. 400"—$140.00. 1,000"—$350.00.

QUEBEC

Area—706,834 square miles, of which 15,969 are water area.

	Census 1921
Population	2,361,199
Urban population	1,323,071
Rural population	1,038,128
Principal Cities—	
Montreal City	618,506
Montreal Island	712,909

The following independent municipalities are suburbs of Montreal:

	Population Census 1921
Westmount	17,593
Verdun	25,001
Lachine	15,404
Outremont	13,249
Other Cities—	
Quebec	95,193
Hull	24,117
Sherbrooke	23,515
Three Rivers	22,367
St. Hyacinthe	10,889
Valleyfield	9,215
Sorel	8,174

In point of territory, Quebec is the largest province in the Dominion.

The value of the crop of potatoes, turnips, hay, clover and alfalfa fodder, corn, etc., for 1923 in the Province of Quebec was $106,740,000, as compared with $93,562,000 in 1922, an increase of $13,178,000, or 14 per cent. Of the field crops in 1923, oats was the largest, consisting of 65,975,000 bushels, as against 62,281,000 in 1922, an increase of 3,694,000 bushels. Next in order come buckwheat and barley, each with a yield of over three and a half million bushels.

Quebec is particularly rich in its virgin forests and receives considerable revenue from the sale of timber, stumpage dues, fees, and so on. During the year ended June, 1923, receipts from river dams, in the water power development, were $282,268.48. Revenue from woods and forests was $3,643,407. Total receipts from all sources for the financial year were $4,004,432.15, and the total expenses of fire protection, inspection and the like, were $714,605.

Quebec is rich in minerals, including a wide variety of mined products which are used the world over. The value of the products mined during 1921 was $15,522,988, which had increased in 1923 to $28,399,939. The asbestos mines, containing practically all the asbestos in the world, employ about 4,000 workmen and pay in wages about $4,000,000. The Province is well endowed with quarries of great value.

Quebec has a network of over 5,000 miles of permanent roads linking together every city and town in the Province, as well as connections with the United States and neighboring provinces. From 1912 up to and including 1923, $52,000,000 has been spent by the Government for road improvement. The result has been a large increase in the number of automobiles used. In 1908 there were 396 automobiles registered in the Province. In 1923 registrations had increased to 74,805. In 1915, 3,430 touring cars entered the Province of Quebec from the United States; in 1923 there were 111,909.

In 1898, the Quebec Government expended $434,360 on education; in 1923, $2,378,187.41. The expenditure on agriculture increased from $193,226 to $1,252,000; on good roads, from $4,000 to $7,191,952.42, and on colonization, from $110,-

LE

Progrès du Saguenay

The only paper published in the County of Chicoutimi, covering the two towns of Chicoutimi and Jonquiere.

The Most Important of the Newspapers Published in Lake St. John and adjoining Districts.

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Le Progrès du Saguenay
CHICOUTIMI - QUE.

250 to $2,635,697.69.

The fisheries of the Province of Quebec are amongst the most extensive in the world. They are classified as sea-fisheries and inland-fisheries, and are under the supervision of the Quebec Government. The sea fishes are cod, herring, lobster, mackerel, salmon, haddock, sea-trout, halibut, hake, seals, and whales. The inland fisheries are salmon, trout, eels, pickerel, carp, bass, cat-fish, pike, white fish, sturgeon and perch.

The gross water power of the rivers of the Province is estimated at nearly 15,000,000 horse power, of which about 1,073,883 h.p. has been developed. The development of water powers is under the direction of the Quebec Streams Commission. Two important storage dams have been built. One of them, the Gouin Reservoir at La Loutre, on the St. Maurice River, is the largest reservoir in the world. It has a capacity of 160,000,000,000 cubic feet and a water area of 300 square miles.

At the Cedars plant of the Montreal Light, Heat and Power Consolidated, on the St. Lawrence River, two units were added, bringing the total capacity to 200,000 h.p. The St. Maurice Power Company, with its 120,000 h.p. development on the St. Maurice River, is expected to deliver power during 1924. Good progress has been made on the 320,000 h.p. plant now being constructed at the Grand Discharge on the Saguenay River.

Bank clearings for the Province of Quebec in 1923 were $5,839,520,945, as against $5,421,687,042 in 1922, an increase of $417,833,903, or about 7¾ per cent.

AMOS, pop. 1,488. County—Pontiac. 503 miles northwest of Quebec, on the Harricanaw River. Railroad—C.N. Bank—Hoch. Country adapted for farming, mining and colonization. Fitting out point for Abitibi gold fields. Natural Resources — lumber and gold. Nearby Towns — O'Brien 25 miles. Industries—saw and planing mills, lumber yards, sash and door factory, aerated water works.

AMOS—(Continued)

Gazette du Nord. Weekly. Publishers, La Publicité Régionale Ltée. Printed in Quebec by L'Action Sociale, Ltée. Est. 1919. Thursday. Independent. Subscription, $1.50 a year. 4 to 6 pages, 20¾ inches.
Circulation . . . . . No report

ARTHABASKA, pop. 1,234. County—Arthabaska. 63 miles south of Quebec, on the Nicolet River, 2½ miles from Victoriaville, on C.N.R. Bank—Mol. Colleges, etc. — headquarters of Les Frères du Sacré-Cœur, Commercial College and Convent. Nearby Towns—Stanford 12 miles, Warwick 17 miles. Country adapted for farming. Industries—saw, grist and flour mills, saddlery, cheese, casket, sash, door, and furniture factories, creamery and tannery.

Union des Cantons de l'Est. (French). Weekly. Publishers, L'Imprimerie d'Arthabaska. Est. 1866. Thursday. Liberal. Subscription, $1.00 a year. 8 pages, 7 cols., 24 inches. Circulation . . . . . 1½ M.

BEAUCEVILLE, pop. 1,448. County—Beauce. 48 miles southeast of Quebec. Railroad — Q. C. Bank — Hoch. Nearby Towns—St. Joseph 9 miles, St. Georges 8 miles. Country adapted for farming and maple sugar production. Industries—smelters, grist, saw, carding, lumber and flour mills, marble and aerated water works, pulpwood, leather, cheese, furniture, saw mill machinery and door factories, foundry and repair shop.

Eclaireur. (French). Weekly. Publishers, L'Eclaireur Limitée. Est. 1908. Thursday. Liberal. Subscription, $2.00 a year. 8 to 10 pages, 7 cols., 21 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . 3,600**
1200"—$35.00. 400"—$140.00. 1,000"—$350.00.

L'Eclaireur, which was established in 1908, is a live paper in a live town. It serves a population that is prosperous and progressive, spending freely, and thus making a good class to which to appeal for trade either by local merchant or national advertiser. Beauceville is 52 miles from Quebec on the Q. C. R., and is the centre of the most important rural district of Quebec. L'Eclaireur is the only paper and has a large circulation in the country. (Publisher's Statement.)

BUCKINGHAM, pop. 3,835. County—Labelle. 92 miles west of Montreal, at the mouth of the Lievre River. Railroad—C.P. Banks—Mtl., N.S., Hoch. Colleges, etc.—College, Convent, Academy. Nearby Towns—Ottawa 18 miles, Rockland 4 miles. Country adapted for farming. Natural Resources—graphite, phosphate, lumber, pulp and water power. Industries—Cameron, R. J.; Electric Reduction Co., Ltd.; McCallum & Lahaie; McLaren, James Co., Ltd.; Matts, Louis I. (Reg.) .

Post. Weekly. Publisher, A. H. Parker. Est. 1895. Friday. Independent. Subscription, $1.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . . . No report

CAMPBELL'S BAY, pop. 700. County—Pontiac. 54 miles northwest of Ottawa, on the Ottawa River. Railroad—C.P. Banks—N.S., Mtl. Country adapted for farming. Nearby Towns—Quyon 5 miles, Shawville 13 miles. Industries—creamery, flour, saw and pulp mills.

Coulonge News. Weekly. Publisher, D. J. Sullivan. Est. 1924. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 6 cols., 21 inches. Circulation. See Note A.
100"—$20.00. 400"—$68.00. 1,000"—$150.00.

This new publication is designed to meet the local requirements of this important farm and rural community. It is a well printed and newsy publication and is the only paper published in this prosperous community of about a thousand people. It reaches practically every home in and around Fort Coulonge, and as its news is almost entirely local, it offers the advertiser the only direct means of covering this prosperous community, whose chief industries are farming and lumbering. (Publisher's Statement.)

Pontiac Advance. Weekly. Publisher, D. J. Sullivan. Est. 1878. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . 1 M.
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

CHICOUTIMI, pop. 8,937. County—Chicoutimi. 227 miles northeast of Quebec, on the Saguenay River. Good harbor with regular steamship service with Quebec, during the sea-

CHICOUTIMI—(Continued)

son of navigation. Railroads — C. N., S. Electric Railway to Ha-Ha Bay. Banks — Mtl., Hoch., Mol. Colleges, etc.—Little and Grand Seminaries, Academy for Boys and Girls and Normal School. Nearby Towns—Jonquiere 9 miles, Bagotville 18 miles. Country adapted for farming and dairying. Natural Resources—lumber, pulpwood and water power. Industries—Chicoutimi Pulp Co.; Gagnon, L. B. & Co.; Gauthier & Frère; La Cie Industrielle de Chicoutimi; Price Bros. & Co., Ltd.; Saguenay Pulp & Paper Co., Inc.

Progrès du Saguenay. (French). Weekly. Publishers, Syndicat des Imprimeurs du Saguenay. Est. 1886. Thursday. Independent. Subscription, $2.00 a year. 10 to 12 pages, 7 cols., 20 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 5,115**

1,000 l.—$25.00. 5,000 l.—$125.00. 10,000 l.—$250.00.

Le Progrès du Saguenay is now 38 years old, and has the confidence of the whole of the prosperous Saguenay district, with a population of over 100,000 souls. The best testimonial is in the fact that its circulation, the highest of the papers in the C.W.N.A., is maintaining over 5,000, though: 1. Its subscription has gone up two dollars; 2. The administration is forcing the collection of accounts; 3. There is no travelling representative. (Publisher's Statement.)

Echo Paroissial du Sacré-Cœur. (French). Monthly. Publishers, Les Pères Eudistes de Chicoutimi. Est. 1911. 1st of month. Illustrated. Religious. Subscription, 50 cents a year. 32 pages, 1 col., 7½ inches by 4¼ inches. Circulation . . . . . 1½ M.

One page, per year—$20.00.

Messager de St. Antoine. (French). Monthly. Publisher, Rev. E. De Lamarre. Est. 1895. 1st of month. Religious. Subscription, 50 cents a year. 36 pages, 5½ inches. Circulation . . . . . 13¼M.

COATICOOK, pop. 3,554. County—Stanstead. 120 miles south of Quebec. Railroad—C.N. Banks—Com., Hoch., Roy. Colleges, etc.—High School, R. C. Brothers' School, Convent. Nearby Towns—Sherbrooke 20 miles, Compton 8 miles. Country adapted for farming. Natural Resources—lumber. Industries—Bachand, D. S.; Baldwin, P. L. & Sons, Ltd.; Kennedy, C. A.; Lovell, H. & Son; Neidner's, Chas. Sons, Ltd.; Norton, A. O., Ltd.; Sleeper and Akhurst.

Observer. Weekly. Publisher, F. L. Whiting. Est. 1869. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . ¾ M.

100"—$20.00. 400"—$50.00. 1,000"—$100.00.

DANVILLE, pop. 1,290. County—Richmond. 86 miles east of Montreal . Railroad—C. N. Banks—Mtl., Com., Prov. Nearby Towns—Asbestos 4 miles, Richmond 10 miles. Country adapted for farming and dairying. Industries—saw and clothespin mill, chair and leather belting factories.

Danville Times-Guardian. Weekly. Published in Richmond and included in rating of Richmond Times-Guardian.

FARNHAM, pop. 3,343. County—Missisquoi. 36 miles southeast of Montreal, on the Yamaska River. Railroads—C.P., C.V. Banks—Com., Hoch. Nearby Towns—St. Johns 14 miles, Granby 15 miles. Country adapted for mixed farming, dairying and tobacco growing. Industries—Adam, I. & Fils; D'Artois, A. E. & Son; Desautels, A.; Desnoyers & Beauchamp; Pollender & Frères; Richard, Arsene; St. Pierre, A.; Wilkins, Robert C. Co.

Leader. Weekly. Published in Granby by the Leader-Mail, and included in rating.

FRASERVILLE. See Rivière du Loup.

GARDENVALE. See Ste. Anne de Bellevue.

GRANBY, pop. 6,785. County—Shefford. 49 miles southeast of Montreal, on the Yamaska River. Railroads—C.V., M. & S. C. Electric. Banks—Com., Roy., Mtl., Hoch. Nearby Towns—Farnham 15 miles, Waterloo 11 miles. Country adapted for mixed farming and dairying. Industries—Bradford, W. D. & Son; Giddings Limited; Granby Dairy, Ltd.; Granby Elastic Webb Co., Ltd.; Granby Mfg. Co.; Granby Milling Co.; Kent Lumber Co., The; McComiskey, R. B. & Co.; Miner Rubber Co., Ltd.; Mitchell, N. & Co.; Mullin, J. Son & Co.; Payne, J. Bruce, Ltd.; Phoenix & Girard; Savage, R. C. & Son; United Maple Products, Ltd.

Leader-Mail. Weekly. Publishers, Granby Printing & Publishing Co., Ltd. Est. 1891. Friday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 . . 1,250
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

GRAND'MERE, pop. 7,631. County—Champlain. 72 miles west of Quebec. Railroads—C.N.Q., C.P. Banks—Mtl., Prov., Hoch. Nearby Towns—Shawinigan Falls 7 miles, Three Rivers 21 miles. Industries—Aime Ally & Co., sash and door factory; Grand'Mere Shirt Mfg. Co., Ltd.; J. A. Grenier, aerated water; La Cie de Poeles Ideal et de Specialités, Ltée; Laurentide Co., Ltd., paper; H. M. St. Cyr, lumber.

Journal. (French and English.) Weekly. Publishers, Laurentide Co., Ltd. Est. 1923. Saturday. Independent. Subscription, $1.00 a year. 8 pages, 6 cols., 19½ inches. Average circulation for year ending Dec. 31st, 1923 . 674
100"—$15.00.

HUDSON HEIGHTS, pop. 1,000. County—Vaudreuil. 30 miles west of Montreal, on Lake of Two Mountains. Railroad—C.P. Bank—Hoch. Popular summer resort.

News-Tribune. Semi-monthly. Publisher, J. E. Chandler. Est. 1919. Saturday. Independent. Subscription, 5 cents an issue. 8 pages, 5 cols., 19¾ inches. Circulation, ½ M.

HULL, pop. 24,117. County—Wright. 108 miles west of Montreal, on the Ottawa River, at the mouth of the Gatineau, opposite Ottawa. Railroad—C.P. Electric cars to Ottawa. Banks—Mtl., N. S., Hoch., Prov., Com. Colleges, etc.—High School, R. C. Normal School. Nearby Towns—Aylmer 7 miles, Rockhurst 15 miles. Country adapted for mixed farming. Natural Resources—iron and mica. Good fishing in lakes nearby. Industries—Blackburn, H. & Co.; Eddy, E. B. Co., Ltd.; Farley, A .R.; Federal Cap Co., Ltd.; Hanson, G. E.; Hull Electric Co., Ltd.; Hull Iron & Steel Foundries, Ltd.; Hull Wallplaster Co., Ltd.; Larose, J. B.; Lemieux Brule Co.; Mica Co. of Canada, Ltd.; Ottawa & Hull Power & Mfg. Co., Ltd.; Pharand, J. B.; Pharand Josephat; Sparks, Harrison, Ltd.; Walters Axe Factory; Wright & Company, Inc.

Bulletin Paroissial. (French). Weekly. Publishers, Le Spectateur Publ. Co. Est. 1919. Sunday. Roman Catholic. Free distribution. 30 pages, 1 col., 7 by 4½ inches.

Progrès de Hull. (French.) Weekly. Publishers, Le Progrès de Hull, Ltée. Est. 1924. Friday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 8 cols., 20¼ by 2¼ inches. Circulation . . . . . See Note A.
1,000 1.—$30.00. 5,000 1.—$150.00. 10,000 1.—$250.00.

Le Progres de Hull (French.) Publishers, Le Progres de Hull, Limitée. Friday. Independent. Subscription $2.00 a year, 8 to 16 pages; 8 columns; 22 inches deep. Circulation, 3,780. The circulation of Le Progres de Hull is of an exceptionally desirable class, the direct result of 90% being our own "news and editorials." (Publisher's Statement.)

Spectateur. (French). Weekly. Publishers, Spectateur Publishing Co. Est. 1889. Thursday. Liberal. Subscription, $2.00 a year. 4 pages, 7 cols., 21¼ inches. Circulation . . . . . 2¾ M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

HUNTINGDON, pop. 1,401. County—Huntingdon. 48 miles southwest of Montreal, on the Chateauguay River. Railroads—C.N., N.Y.C. Banks—Com., Mtl. Colleges, etc.—Academy. Nearby Towns—Valleyfield 15 miles, Ormstown 11 miles. Country adapted for general farming. Industries — flour, grist and lumber mills, cheese, sash, door, threshing machine, automobile accessories, cheese and butter factories, creameries, saddlery, pump and marble works, and electric power plants.

Gleaner. Weekly. Publishers, Sellar Bros. Est. 1863. Thursday. Independent-Liberal. Subscription, $1.50 a year. 6 to 8 pages, 7 cols., 21½ inches. Average circulation for year ending Dec. 31st, 1923 2,500
100"—$24.00. 400"—$84.00. 1,000"—$210.00.

Canadian Ayrshire Review. Monthly. Publishers, Can. Ayrshire Breeders' Assoc. Est. 1920. 15th of month. Ayrshire cattle and dairying. Subscription, $1.00 a year. 48 pages, 2 cols., 7½ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 2,426**
One page, one time—$25.00.

ISLE-VERTE, pop. 2,500. County—Temiscouata. 120 miles northeast of Quebec, on the St. Lawrence River. Railroad—C.N. Bank—Hoch. Nearby Towns—Riviere du Loup 15 miles, Trois Pistoles 12 miles. Country adapted for farming, dairying and lumbering.

L'Action Locale. (French). Weekly. Publishers, La Société Agricole de Témiscouata. Est. 1920. Tuesday. Agricultural. Subscription, $1.00 a year. 4 pages, 5 cols., 18¼ inches. Circulation . . . . . No report

JOLIETTE, pop. 9,113. County—Joliette. 34 miles east of Montreal, on the Assomption River. Railroads—C.P., C.N.Q. Banks — Hoch., Com., Roy. Nearby Towns — Berthier 16 miles, Lanoraie 11 miles. Country adapted for mixed farming and dairying. Natural Resources—limestone. Industries—Acme Glove Works; Bordeleau Tobacco Co.; Chevalier, O. & Fils; Chevalier & Pauze; Copping, William; Dominion Knitting Co.; Dufresne, Jos.; Frenette, Jos.; Joliette Steel Products, Ltd.; Joly & Frères; Masse, Maxime (Reg'd.); Pouliot, W., Ltd.; Rivard, P. A. A.; Vessot, S. & Co.

Action Populaire. (French). Weekly. Publisher, L'Action Populaire, Ltée. Est. 1913. Thursday. Independent. Subscription, $1.00 a year. 8 to 16 pages, 7 cols., 21½ inches. Circulation . . . . . 4½ M.
100"—$21.00. 400"—$84.00. 1,000"—$210.00.

Etoile du Nord. (French.) Weekly. Publisher, Albert Gervais. Est. 1884. Thursday. Independent. Subscription, $1.00 a year. 6 to 10 pages, 8 cols., 22 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . 5,000**
100"—$28.00. 400"—$112.00. 1,000"—$280.00.

LACHUTE, pop. 2,592. County—Argenteuil. 42 miles west of Montreal, on the North River. Railroads—C.P., C.N. Banks—N.S., Prov., Mol. Nearby Towns—Pine Hill 10 miles, Ste. Scholastique 12 miles. Country adapted for farming and dairying. Industries—Ayers, Ltd., manufacturers blankets and paper felts; Wilson Paper Mills; L. W. Hammond; Lachute Electric Light Systems; Lachute Shuttle Co., Ltd.; O. B. Lafleur & Fils, Ltée; P. & A. McGibbon; McOuat & Son, foundry.

Watchman and Ottawa Valley Advocate. Weekly. Publisher, John S. Giles. Est. 1875. Friday. Conservative. Subscription, $1.50 a year. 4 pages, 6 cols., 19½ inches. Circulation . . . . . 1M.

LEVIS, pop. 10,470. County—Levis. On the St. Lawrence River, opposite and connected by ferries with Quebec. Railroads—Q. C., C. N. Banks—Mtl., Hoch. Colleges, etc.—Maristes Brothers' School, Convent. Nearby Towns—Pointe Levis 1 mile, St. Jean Chrysostome 5 miles. Country adapted for general farming. Industries—Coté & Jean; Davie

LEVIS—(Continued)

Shipbuilding & Repairing Co., Ltd.; La Cie de Machinerie Mercier, Ltd.; La Cie de Telephone National; La Manufacture les Scies de Levis; Lasnier, J. B., Senr.; Levis Ferry, Ltd.; Michaud, J. B. & Fils; Paquet & Fils (Reg'd.)

Quotidien. (French). Daily. Publishers, La Compagnie de Publication de Lévis. Est. 1878. Evening. Liberal. Subscription, $3.00 a year. 4 pages, 7 cols., 21¾ inches. Circulation . . . . . 3½M.

1,000 1.—$15.00. 5,000 1.—$75.00. 1,000 1.—$150.00.

Le Quotidien is the only daily paper on the South Shore from Montreal to New Brunswick. Special attention is given to the publication of local news, in the field of politics, etc., so our paper is in great demand. The delivery of Le Quotidien is made every day at one o'clock in every subscriber's home by old men. In this way proper distribution is assured. Levis citizens are well-to-do and are generous buyers of advertised goods. Le Cie. de Publication de Lévis publishes three papers, "Le Quotidien," daily; "L'Hebdomaire," weekly, and "Le Journal de Fraserville." The advertising rate in each is 1½c per line agate. (Publisher's Statement.)

Hebdomadaire. (French). Weekly. Publishers, La Compagnie de Publication de Lévis. Est. 1878. Friday. Liberal. Subscription, $2.00 a year. 4 pages, 7 cols., 21¾ inches. Circulation . . . . . No report

1,000 1.—$15.00. 5,000 1.—$75.00. 10,000 1.—$150.00.

Journal de Fraserville. (French.) Weekly. Publishers, La Compagnie de Publication de Lévis. Est. 1881. Wednesday. Independent. Subscription, $1.00 a year. 4 pages, 7 cols., 22 inches. Circulation . . . . . No report

1,000 1.—$15.00. 5,000 1.—$75.00. 10,000 1.—$150.00.

Bulletin des Recherches Historiques. Monthly. Publisher, P. G. Roy. Est. 1895. 1st of month. Historical research. Subscription, $2.00 a year. 32 pages, 1 col. Circulation . . . . . 3M.

MAGOG, pop. 5,159. County—Stanstead. 80 miles east of Montreal, on beautiful Lake Memphremagog and Victory Highway. Steamship to Newport, Vt. Railroad—C. P. Banks—Com., Mtl., Hoch. Nearby Towns—Sherbrooke 14 miles, Eastman 9 miles. Country adapted for farming and dairying. Industries—large print works, three saw, grist and cotton mills, machine shop, evaporator, butter, cheese, sash and door factories, and boat-building shops.

Enterprise. Weekly. Publisher, Cunningham & Styan. Est. 1895. Thursday. Independent. Subscription, $2.00 a year. 6 pages, 6 cols., 20 inches. Circulation . ¾M.

MONTMAGNY, pop. 4,145. County—Montmagny. 37 miles east of Quebec ,on the St. Lawrence River. Railroad—C.N. Banks—Prov., Hoch., Roy. Nearby Towns—Berthier 10 miles, Cap St. Ignace 7 miles. Country adapted for farming, dairying and lumbering. Industries—Basin Electric Light & Power Co., Ltd.; A. Belanger, Ltd., stoves; L. E. Coté, butter; Gamache, Wm.; Laberge, Alphonse; Legaré Automobile of Montmagny, Ltd.; La Corporation d'Energie de Montmagny; The National Farm Machinery, Ltd.; Jos. Prevost, aerated water; Est. Jos. Thibault, saw mill.

Courier. (French). Weekly. Publisher, Alphonse Caron. Est. 1884. Friday. Liberal. Subscription, $1.00 a year. 4 pages, 7 cols., 22 inches. Circulation . . . . 1¼M.

Peuple. (French). Weekly. Publishers, La Compagnie du Peuple. Est. 1900. Friday. Independent. Subscription, $2.00 a year. 6 to 8 pages, 8 cols., 21 inches. Circulation . . . . . 5½M.

1,000 1.—$20.00. 5,000 1.—$100.00. 10,000 1.—$200.00.

Sentinelle. (French). Weekly. Publishers, La Sentinelle. Est. 1922. Local. Subscription, $1.00 a year. 8 pages, 5 cols., 16¾ x 2¾ inches. Circulation . . . . 1½M.

100"—$25.00. 400"—$100.00. 1,000"—$250.00.

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MONTREAL, pop. 618,506. County—Hochelaga. The commercial metropolis of Canada, admirably situated on the Island of Montreal, at the confluence of the St. Lawrence and Ottawa Rivers, and at the head of ocean navigation. The city is 300 miles nearer Liverpool than is New York, and is connected by waterways with the interior provinces and the Atlantic States. Dominating the city, which now completely surrounds it, is the picturesque Mount Royal. Montreal is at the base of the great inland canal system, and with all the various railway systems centering here, it is, at present, for seven months of the year, the natural harbor for the whole of Western Canada, as well as for the Northwestern States. It is only a question of time and commercial development when the five months closed to navigation will be materially lessened—perhaps eliminated—thus giving to Montreal an open port all the year round. Railroads—C.P., terminus and head office; C.N. terminus; C.V., D. & H., N.Y.C., Rutland, B. & M., C.N.Q., C.R. of C., G.N. of U.S., M.S.C., N.P., Q.M. & S., M.T. Elec. Banks—Mtl., N.S., Tor., Hoch., Prov., Com., Dom. ,Imp., M.C. & D., Roy., Stan., Ster., Mol., Union. Colleges, etc.—McGill University, University of Montreal, Congregational College, Wesleyan College, Diocesan Theological College, Presbyterian Theological College, McDonald Agricultural, Polytechnic School, Commercial and Technical High School, Montreal College, Mount Saint Louis College, Mount St. Mary's College, Loyola College, Catholic Commercial Academy, etc. The bank clearings in Montreal for 1923 were $5,493,079,887. Imports of dutiable goods amounted to $407,000,000 in 1923, or $100,000,000 less than in 1922. Export trade showed an increase of $70,000,000 over 1922. There were 1,082 sea-going vessels with a tonnage of 3,683,720 in 1923. Natural Resources — sandstone, cement and extensive water powers. Industries—The position at head of navigation has brought numerous industries of the greatest magnitude to Montreal and its neighborhood. Abbey Effervescent Salt Co.; Abel-Fortin, J. P. & Co.; Abitibi Power & Paper Co., Ltd.; Aboud & Boosamra; Acadia Coal Co., Ltd.; Acme Clothing Co.; Acme Glove Works, Ltd.; Acme Vacuum Cleaner Co., Ltd.; Addressograph Co.; Adelstein, P. (Reg'd.); Aetna Biscuit Co., Ltd.; Ahern Safe Co. ,Ltd.; Aird, James M., Ltd.; Aird & Son, Registered; Albert, Ernest; Albert Soaps, Ltd.; Alexander, A .J., Ltd.; Alexandre Glove Co.; Allans, Limited; Allen Glove Mfg. Co.; Alliance Lumber Co., Ltd.; American Leather Goods Co.; American Metal Polish Co. (Ville St. Pierre); American Waist & Dress Co.; Ames-Holden-McCready, Ltd.; Amherst Furniture Co.; Anglin-Norcross, Ltd.; Anglo-Canadian Leather Co., Ltd.; Archambault, Ltd.; Archambault Oyster Co.; Armour & Co. (Inc.); Armstrong Cork & Insulation Co., Ltd.; Art Lace Co.; Asbestos Corporation of Canada, Ltd.; Asbestos Manufacturing Co., Ltd.; Atlantic Sugar Refineries, Ltd.; Atlas Asbestos Co., Ltd.; Au Bon Marche Letendre, Ltd.; Aubry, A. & Fils., Ltd.; Auer Incandescent Light Mfg. Co., Ltd.; Auger, Telesphore; Automatic Register Systems, Ltd.; B.B.B. Co. (Canada), Ltd.; Babcock & Wilcox, Ltd.; Bacon, F. Co., Ltd.; Baile, A., Ltd.; Baker & Co., Ltd., Walter; Ballantyne, James; Barrett Co., Ltd.; Barriere, Omar & Co.; Bartram, R. W.; Beaupré & Fils; Beauvais, Max, Ltd.; Belair & Fils; Belanger, O.; Belding-Corticelli, Ltd.; Bell, J. & T., Ltd.; Bell, Thos, V., Ltd.; Bell's Galleries, Ltd.; Benallack Lithographing & Printing Co., Ltd.; Benton, W. T. & Co.; Benson & Hedges, Ltd.; Bergeron, Whisseli & Co., Ltd.; Berliner Gramophone Co., Ltd.; Bernard, Romeo; Bernier Hardware Co.; Bertrand, Foucher & Belanger, Incorporée; Beveridge Supply Co., Ltd.; Birks Corner & Co., Ltd.; Birks, Henry & Sons, Ltd.; Bithell, G. W.; Bloomfield, David; Blumenthal, J. H. Sons, Ltd.; Blumer Bros.; Bonhomme, Jos.; Boisvert, F.; Boivin Wilson & Co., Ltd.; Booth-Coulter Copper & Brass Co., Ltd.; Boojady & Watkin; Borden Milk Co., Ltd.; Boston Blacking Co.; Boulter-Redmond, Ltd.; Bournival & Co.; Bovril, Limited; Boyd, R. E. & Co.; Boyd, Thos. W. & Son; Brandram-Henderson, Ltd.; Bremner, Alexander, Ltd.; Brennan, G. E.; Bright Star Battery Co. (Inc.); British-American Bank Note Co., Ltd.;

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MONTREAL

MONTREAL—(Continued)
British-American Dyeing Co.; British Mfg. Co., Ltd.; Brodie's, Limited; Brodie & Harvie, Ltd.; Brosseau, D. C. & Co., Ltd.; Bruneau, Currie & Co.; Brunet, Patrick; Buchanan, R. H. & Co.; Bush, W. J. & Co. (Canada), Ltd.; Buckley, Drouin Co., Ltd.; Budge Carbon Paper Mfg. Co., Ltd.; Burroughs, Welcome & Co.; Cadillac Cars, Ltd.; Cahill, M. F. & Co. ;Caledonia Springs Co., Ltd.; Campbell-Gilday Co., Ltd.; Campbell McLaurin Lumber Co., Ltd.; Canada Axe & Harvest Tool Mfg. Co., Ltd.; Canada Carbide Co., Ltd.; Canada Casing Co., Ltd.; Canada Cement Co., Ltd.; Canada Envelope Co., Ltd.; Canada Iron Foundries, Ltd.; Canada Linseed Oil Mills, Ltd.; Canada Office Furniture Co., Ltd.; Canada Paint Co., Ltd.; Canada Paper Box Co., Ltd.; Canada Paper Co., Ltd.; Canada Shoe Co.; Canada Starch Co., Ltd.; Canada Steamship Lines, Ltd.; Canada Sugar Refining Co., Ltd.; Canada Stove & Furniture Co., Ltd., Ville St. Laurent; Canadian Asbestos Co.; Canadian Bag Co., Ltd.; Canadian Bond Crown Co., Ltd.; Canadian Buttons, Ltd.; Canadian Car & Foundry Co., Ltd.; Canadian Cartage & Storage Co., Ltd.; Canadian Cocoanut Co.; Canadian Consolidated Rubber Co., Ltd.; Canadian Converters Co., Ltd.; Canadian Cottons, Ltd.; Canadian Cutler Mail Shute Co., Ltd.; Canadian Explosives, Ltd.; Canadian Export Paper Co., Ltd.; Canadian Fairbanks-Morse Co., Ltd.; Canadian Footwear Co., Ltd.; Canadian Flower & Feather Mfg. Co.; Canadian Industrial Alcohol Co., Ltd.; Canadian Ingersoll-Rand Co., Ltd.; Canadian Liquid Air Co., Ltd.; Canadian Pneumatic Tool Co., Ltd.; Canadian Sawdust Co., Ltd.; Canadian Spool Cotton Co.; Canadian Steel Foundries, Ltd.; Canadian Steel Tire & Wheel Co., Ltd.; Canadian Vickers, Ltd.; Canadian Waist Co., Ltd.; Cantin, A.; Cape, E. G. M. & Co., Ltd.; Cardinal & Page; Caron Brothers; Carruthers, James & Co., Ltd.; Carter Macy & Co. (Canada), Ltd.; Carter's Ink Company; Cassidy's, Ltd.; Catelli, la Cie., C. H., limitée; Caverhill, Learmont & Co.; Century Electric Co.; Champagne, O. & Fils; Chapman, J. H.; Chaput, L., Fils & Cie., Ltd.; Charbonneau & de Guise; Chase & Sanborne; Cheseborough Mfg. Co., Consolidated; Choquette, J. P., Ltd.; Children's Wear Mfg. Co.; Childs Co. (Inc.); Christin, J. & Co. Ltd.; Church & Dwight, Ltd.; Ciceri, Chas. Co., Ltd.; Claman Waterproofs, Ltd.; Clark, C. O. & Brother; Clark, W., Ltd.; Cluett, Peabody & Co. of Canada, Ltd.; Coca-Cola Co., Inc.; Coglin, B. J. Co., Ltd.; Cohen, L. & Son; Cole-Whitaker, Limited; College Brand Clothes Co., Ltd.; Columbus Rubber Co. of Montreal, Ltd.; Congoleum Co. of Canada, Ltd.; Consolidated Asbestos, Ltd.; Consolidated Lithographing & Mfg. Co. ,Ltd.; Consolidated Mining & Smelting Co., Ltd.; Constantin & O'Brien; Construction Equipment Co., Ltd.; Consumers' Cordage Co., Ltd.; Constant, S. L.; Cook, Thos. & Son; Corbeil, Limited; Corbeil, Joseph; Corby, H., Distillery Co., Ltd.; Coristine, James & Co., Ltd.; Corneil, C. R., Ltd.; Corneil, F. E. & Co; Cote, J. D. & Fils; Cote Bros. & Burritt; Cotton Threads, Limited; Courey, C. L. Co.; Coutlee Freres; Couvrette-Sauriol, Ltd.; Cowan, John Co., Ltd.; Craig Piano Co.; Crane, Limited; Crethan Co., Ltd.. The; Crown Cork & Seal Co. (Inc.); Crown Pants Co.; Crystal Skirt Co.; Cummings & Cummings; Currie, W. & F. P. & Co., Ltd.; Currie, Wm., Ltd.; Cuthbert, W. R. & Co.; Cutten & Foster; d'Allaird Mfg. Co., Ltd.; Daly & Morin, Ltd.; Dantony, John; Daoust, Lalonde & Co., Ltd.; Daprato Statuary Co., Ltd.; Darling Brothers, Ltd.;; David & Frere; Davidson, The Thos. Mfg. Co., Ltd.; Davies, Irwin, Ltd.; Davignon, J. & P.; Davis, H. E. & Co.; Davis, Z. & Co.; Davis & Lawrence Co.; Dawson, Chas. F.; Dawson, W. V. & Co., Ltd.; Dechaux Bros.; De Guise, Clovis; Delorme, Wilfrid & Co., Ltd.; DeLaval Mfg. Co., Ltd.; Dent, Allcroft & Co. (Canada) Ltd.; Denver Chemical Mfg. Co.; Desbarats Printing Co., Ltd.; DeSerres, Omer, Ltd.; Desjardins, C. & Co., Ltd.; Dillon's, Ltd.; Dionne & Dionne; Dobell, Henry & Co.; Dominion Bridge Co.; Dominion Carriage Co., Ltd.; Dominion Cartridge Co., Ltd.; Dominion Clothing Co.; Dominion Cord & Tassel Co., Ltd.; Dominion Engineering Works, Ltd.; Dominion Flour Mills, Ltd.; Dominion Flower & Feather Mfg. Co.; Dominion Glas Co., Ltd.; Dominion

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Gilman, Nicoll & Ruthman,
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THE DESBARATS ADVERTISING AGENCY, LIMITED, MONTREAL.

MONTREAL—(Continued)
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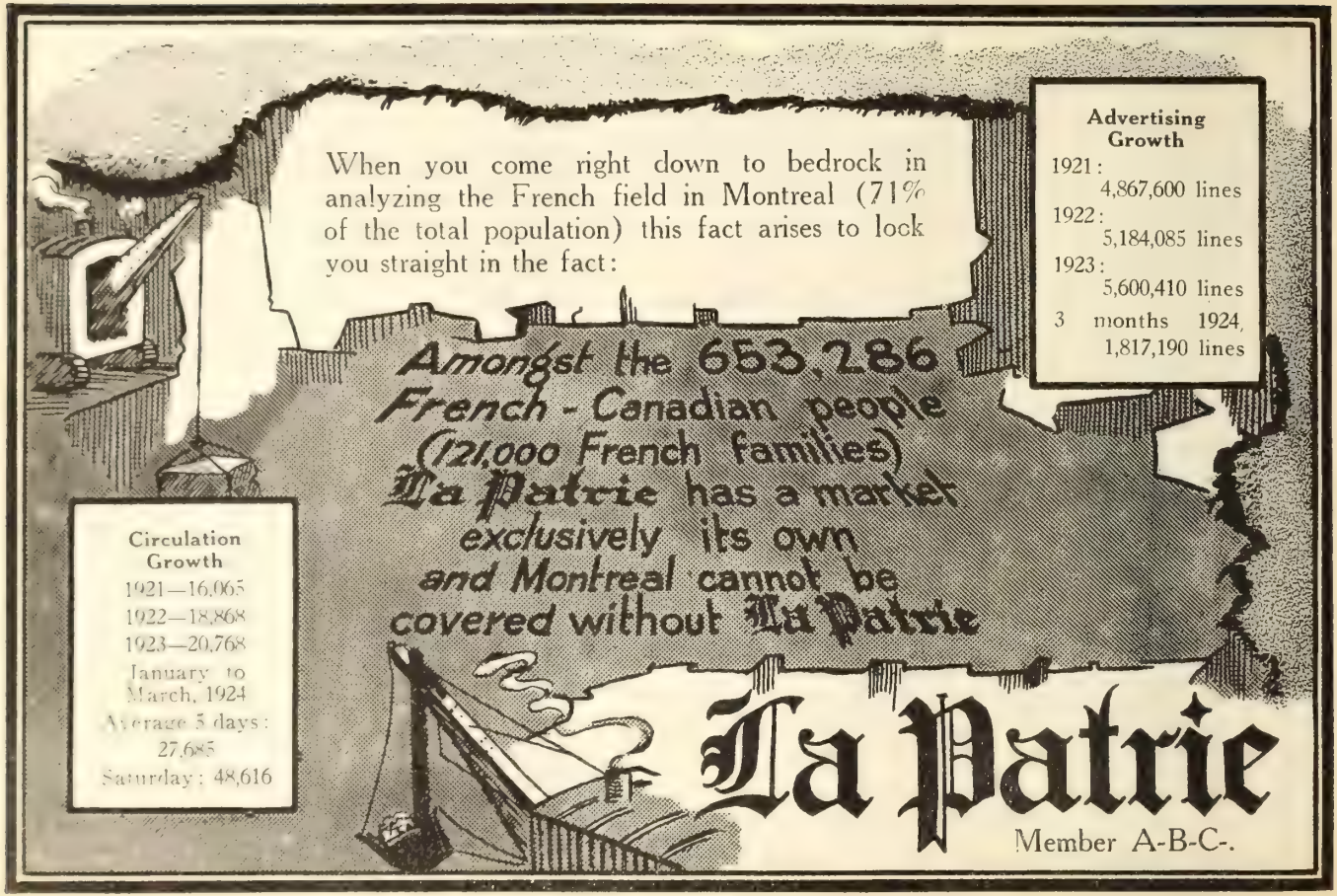
DAILIES

Canada. (French). Daily. Publishers, La Compagnie de Publication du Canada, Limitée. Est. 1903. Morning. Liberal. Subscription, by carrier, $9.00; by mail, $6.00 a year. 8 to 14 pages, 7 cols., 21¾ inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . . . 7,997**
1,000 l.—$100.00. 5,000 l.—$350.00. 10,000 l.—$600.00.

Le Canada, the only French morning daily in Montreal, appeals to the professional, business and wealthy class of the French population of the Province of Quebec. Therefore, advertisements in Le Canada cannot fail to bring good results. Financial propositions or any others intended to reach the leaders in wealth and influence amongst the French-speaking people can be advertised in Le Canada with every assurance of success. (Publisher's Statement.)

Canada. (French). Weekly. Publishers, La Compagnie de Publication du Canada, Limitée. Est. 1903. Thursday. Liberal. Subscription, $2.00 a year. 8 pages 7 cols., 21¼ inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 485**

Court House Journal. Daily. Est. 1901. Legal. Subscription, $18.00 a year. 4 cols., 15¾ inches.


When you come right down to bedrock in analyzing the French field in Montreal (71% of the total population) this fact arises to lock you straight in the fact:
Amongst the 653,286 French-Canadian people (121,000 French families) La Patrie has a market exclusively its own and Montreal cannot be covered without La Patrie
Advertising Growth
1921: 4,867,600 lines
1922: 5,184,085 lines
1923: 5,600,410 lines
3 months 1924, 1,817,190 lines
Circulation Growth
1921—16,065
1922—18,868
1923—20,768
January to March, 1924
Average 5 days: 27,685
Saturday: 48,616
La Patrie
Member A-B-C-.

MONTREAL—(Continued)

Devoir. (French). Daily. Publishers, Imprimerie Populaire, Ltée. Est. 1910. Evening. Independent. Subscription, $6.00 a year. 8 to 16 pages, 7 cols., 21¼ inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . 11,279**
1,000 l.—$90.00. 5,000 l.—$300.00. 10,000 l.—$500.00.

Devoir. (French). Weekly. Publishers, Imprimerie Populaire, Ltée. Est. 1910. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 21¼ inches. Average circulation for year ending Dec. 31st, 1923 . 1,343

Eagle. (Jewish). Daily, except Saturdays. Publishers, Eagle Publishing Co., Ltd. Est. 1907. Morning. Independent. Subscription, $7.00 a year. 6 to 10 pages, 7 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 14,424
1,000 l.—$100.00. 5,000 l.—$350.00. 10,000 l.—$650.00.

The Jewish Daily Eagle is Canada's greatest Jewish daily—printed in Yiddish. The Canadian Jewish Chronicle, weekly, printed in English. These two publications reach every Jewish community throughout the Dominion of Canada. The Eagle, printed daily in Yiddish, is read and supported by the entire Jewry, while the Chronicle, published every Friday in English, is read by practically every English-speaking Jew in Canada. Their combined circulation reaches practically every Jewish home in the Dominion of Canada. Advertise in our publications. The best way to bring your message to the 150,000 Jews in Canada. (Publisher's Statement.)

Gazette. Daily. Publishers, Gazette Printing Co., Ltd. Est. 1778. Morning. Conservative. Subscription, $12.00 a year. 20 pages and more, 8 cols., 20¾ inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . . 29,091**
1,000 l.—$120.00. 5,000 l.—$450.00. 10,000 l.—$800.00.

The Gazette is the only English morning daily in Montreal, the wealthiest community in Canada. It effectively covers the field. The A. B. C. report shows that The Gazette is unique in its paid-up quality circulation. It is recognized as being one of the cleanest and most reliable newspapers published in Canada; its columns are wholly free from objectionable advertising. In Montreal it is delivered directly into the homes by The Gazette's own carrier service. (Publisher's Statement.)

Le Canada

MONTREAL

The only French morning daily in Montreal.

Has a valuable circulation **AUDITED BY THE ABC.**

Published by

LA CIE. DE PUBLICATION DU "CANADA" LIMITEE

Rates on application

The Montreal Daily Star.

"CANADA'S GREATEST NEWSPAPER"

Montreal is the largest and richest single market in the Dominion of Canada and the Montreal Star is internationally conceded to be

CANADA'S GREATEST NEWSPAPER

The volume of advertising carried, in spite of a rigid censorship, and the results obtained by the advertisers, are entirely commensurate with the wealth of the market and the reputation of the medium.

More than double the combined circulation of the other two Montreal English newspapers.

THE DESBARATS ADVERTISING AGENCY, LIMITED, MONTREAL.

MONTREAL—(Continued)

Herald. Daily. Publishers, Herald Publishing Co., Ltd. Est. 1811. Evening. Liberal. Subscription, $3.00 a year. 12 to 24 pages, 7 cols., 21½ inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 10,242**
1,000 l.—$70.00. 5,000 l.—$275.00. 10,000 l.—$500.00.

You hear "The Herald" shouted on the streets of Montreal for twelve hours a day without a break. Of no other Montreal newspaper can this be said. Its day begins with the noon edition, out at half-past eleven, and its final night edition is still selling when the theatres empty of their crowds. One hundred and nine years "in the public service" is The Herald's record. The volume of its circulation and its distribution is attested by the Audit Bureau of Circulations. The Herald is essentially a home paper and it is a welcome visitor in the homes of the Province of Quebec and Eastern Ontario. (Publisher's Statement.)

McGill Daily. Daily. Publishers, Students' Council of McGill University. Est. 1911. Morning during college session, October to March. Collegiate. Subscription, $2.50 a year. 4 pages, 7 cols., 21½ inches. Circulation . 2¾M.

Patrie. (French). Daily. Publishers, La Patrie Publishing Co., Ltd. Est. 1878. Evening, except Sunday and Catholic holidays. Independent. Subscription, $6.00 a year. Regular edition 12 to 30 pages, 8 cols., 21½ inches; with Saturday supplement with rotagravure section 24 to 48 pages. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form:**
Saturday ..... 48,616 Daily 27,685
1,000 l.—$110.00. 5,000 l.—$450.00. 10,000 l.—$800.00.
Rotagravure Section: 30c per line agate flat.

Montreal La Patrie is making wonderful growth. It has increased from 8 to 16 pages daily, and from 20 to 56 pages on Saturday. Circulation and advertising have grown. Read announcement on opposite page. Read booklet: "Montreal—Tale of Two Cities," free to advertisers. (Publisher's Statement.)

Patrie. (Le Cultivateur). (French). Weekly. Publishers, La Patrie Publishing Co., Ltd. Est. 1872. Thursday. Independent. Subscription, $1.50 a year. 12 to 20 pages, 8 cols., 21½ inches. Circulation . . . . . 9½M.
1,000 l.—$70.00. 5,000 l.—$350.00. 10,000 l.—$700.00.

"MONTREAL"
ELECTROTYPES
AND
STEREOTYPES
Are Hard-Faced : : Made to Wear!

Printers and advertisers find that our electrotypes and stereotypes stand up well on long runs because they are specially made to withstand the grind and squeeze of heavy printing presses.

We make always-on-time deliveries on both regular orders and rush work.

Let us serve you.

Montreal Electrotype Company, Limited

71-73 William Street
Montreal

The Family Herald and Weekly Star

CANADA'S NATIONAL FARM JOURNAL

The FAMILY HERALD AND WEEKLY STAR is unique in Canada. It is the **only** farm journal whose territory comprises more than one section of the country.

It reaches approximately one out of every five English-speaking farm homes in **every** section. Consequently it has the largest circulation of all—about equal to that of the next two largest farm journals. It contains the largest volume and greatest variety of Editorial matter; and in both displayed and classified advertising it leads all other Canadian farm journals.

It is THE ESSENTIAL MEDIUM in reaching the great Canadian farm field.

Circulation Over 150,000

THE DESBARATS ADVERTISING AGENCY, LIMITED, MONTREAL.

MONTREAL—(Continued)

Presse. (French). Daily. Publishers, La Presse Publishing Co., Ltd. Est. 1884. Evening, except Sunday and Catholic holidays. Independent. Subscription, 2 cents a copy; 5 cents on Saturday. Regular edition, 16 to 28 pages, 8 cols., 21¾ inches; with Saturday supplement with rotagravure section, 48 pages. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form: Mondays to Fridays . . 149,443**
Saturdays 166,677
Rate: Under 500 lines, 30c; over 500 lines, 25c per line agate.
Circulation in Canada, Mondays to Fridays . . 124,693
Circulation in Canada, Saturdays 141,708
Rate: Under 500 lines, 25c; over 500 lines, 20c per line agate.
Rotogravure section, Canada only, 60c per line.

Presse. (French). Weekly. Publishers, La Presse Publishing Co., Ltd. Est. 1884. Thursday. Agricultural. Subscription, $1.50 a year. 16 to 20 pages, 8 cols., 21¾ inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report . . . 26,395**
Rate: 15 cents per line agate flat.

Star. Daily. Publishers, Montreal Star Publishing Co., Ltd. Est. 1869. Evening. Independent. Subscription, $5.00 a year. Regular edition 20 to 32 pages, 8 cols., 21¾ inches; Saturday supplement, 32 to 48 pages. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 111,798**
1,000 l.—$200.00. 5,000 l.—$900.00. 10,000 l.—$1,700.00.

The Montreal Daily Star (member A.B.C.) is the only newspaper that thoroughly covers the English-speaking people in the Montreal field. Not only is it read in 98 per cent. of the English homes, but it has an overflow distribution of over 20,000 among the business, professional and better class French-Canadian people. (See advertisement.) (Publisher's Statement.)

Family Herald and Weekly Star. Weekly. Publishers, Montreal Star Publishing Co., Ltd. Est. 1870. Wednesday. Agricultural. Subscription, $2.00 a year. 64 to 72 pages, 4 cols., 17 inches. **Total net paid circulation for 12 months**

TRY US WITH YOUR PRINTING

What you want in your printing is the best work for the money you spend. You want this work well and correctly done, and you want it delivered promptly at the time you specify.

This we undertake to do for you in anything in the way of printing.

We do all kinds of fine commercial printing; letter headings, invoices, circulars, business cards, envelopes, ruled commercial forms of all kinds; also advertising blotters, booklets, etc.

Specifications and prices gladly given.

Lowry & Lalanne

29 Latour Street - - Montreal.

Tel. Main 1055.

Established
1887

Member A. B. C.

For More Sales In

QUEBEC

Talk French to the Trade

Quebec Province is seven-eighths French-speaking. The way to most quickly and effectively win interest in your product is to advertise to the trade in their own language.

The vast majority of retail merchants in Quebec province are French-speaking:

	Total	French
Boots and Shoes	929	876
Clothes and Gent's Fur'gs.	476	317
Dry Goods	871	755
General stores (rated at $2000.00 and more)	2672	2305
Groceries (rated at $2000.00 and more)	2500	2307
Hardware	436	335
Jewellers	799	566

Le Prix Courant (The Price Current) reaches over 3,845 merchants every Friday. Alternating issues feature Groceries, Hardware and Dry Goods. We will make your translations without charge.

Your advertising agency will give you rates, latest A.B.C. figures and sample copy—or write us direct.

Le Prix Courant is the only French Trade publication the circulation of which is guaranteed by A.B.C. Established over 35 years.

Le Prix Courant - Montreal

MONTREAL—(Continued)

ending Dec. 31st, 1923, as per A. B. C. Auditor's Report 152,953

Entire edition at 50 cents per agate line flat; Eastern or Western Division only, at 30 cents per agate line flat.

The Family Herald and Weekly Star (Member A.B.C.) is the only farm journal that covers Canada nationally. It has a circulation equal to that of the next two largest Canadian farm journals combined. Advertisers may use either Eastern or Western divisions at a reduced rate, or the whole Dominion edition at the very low price charged for the full distribution. (Publisher's Statement.)

WEEKLIES

Araldo Del Canada. (Italian). Weekly. Publishers, Caldani & Rocca, 518 St. James St. Est. 1906. Saturday. Independent. Subscription, $2.00 a year, 8 pages, 6 cols., 19½ inches.

Aurore. (French). Weekly. Publishers, Aurore Publishing Co., Ltd., 23 Bleury St. Est. 1866. Friday. Religious. Subscription, $1.50 a year. 16 pages, 2 cols., 9 inches. Circulation . . . . . 1 M.

Autorité. (French). Weekly. Publishers, L'Autorité Co., 164 St. Denis St. Est. 1914. Saturday. Independent. Subscription, $1.00 a year. 4 and 6 pages, 8 cols., 22 inches. Circulation . . . . . 15M.

Axe. Weekly. Publisher, J. H. Roberts. Est. 1922. Friday. Independent. Subscription, $2.00 a year. 12 pages, 5 cols., 17 inches.
1,000 l.—$180.00.

Bulletin. (French). Weekly. Publishers, A. P. Pigeon, Ltée, 105 Ontario East. Est. 1902. Sunday. Liberal. Subscription, $2.50 a year. 4 and 6 pages, 8 cols., 21½ inches.

Bulletin des Agriculteurs. (French). Weekly. Publishers, La Cie. de Publicité Rurale, Ltée. Est. 1917. Thursday. Agricultural. Subs., $1.00 a year. 8 pages, 7 cols., 21½

Le Bulletin des Agriculteurs

French-Canada's Leading Independent Rural Weekly.

This paper aims at increasing the buying power of the workers of the soil.

It indulges in no filling stuff.

It is always alive with new suggestions.

A good fraction of its editorial matter is contributed by the farmer readers themselves.

It gives special care to marketing information.

It is friendly to all institutions and industries that work for and give assistance to agriculture.

By words and by practice it teaches co-operation of all classes of the Canadian community.

Since the 1st of February, 1924, up to this date (May 15th, 1924) its subscribers have recruited over 2,000 new subscribers. Men, women, young men and girls each have their special section in the paper—hence its remarkable popularity.

its motto is:

IN THE SOIL LIES OUR GREATEST STRENGTH

3 NOTRE DAME ST. EAST. MONTREAL.

The Standard.

The Dominion's Foremost Weekly Paper

As the only high-class illustrated week-end newspaper published in Montreal, the metropolis of the Dominion, THE STANDARD, with its 400,000 readers per week, enjoys a prestige which is unequalled by any other Canadian newspaper in its class.

It enters the best homes of the Dominion, and its splendid features appeal to every member of the household.

Toronto Office:
Jos. B. Rathbone,
95 King St. East.

New York:
Fralick & Bates, Inc.,
270 Madison Ave.

Chicago:
Fralick & Bates, Inc.,
605 No. Michigan Ave.

Atlanta, Ga.:
Fralick & Bates,
Candler Annex.

MONTREAL—(Continued)

inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report . 9,247**
1,000 l.—$110.00. 5,000 l.—$500.00. 10,000 l.—$1,000.00.

Established in 1913, Le Bulletin des Agriculteurs is the mouthpiece of the farmers of progress of Quebec. Its subscribers are recruited amongst the most up-to-date farmers of Quebec and Eastern Ontario; it, therefore, constitutes the proper medium of advertising for business firms desirous to deal with the farmers and the rural population at large. A fair trial will back this statement. (Publisher's Statement.)

Canada. Weekly. See following Canada daily.

Canadian Jewish Chronicle. (Jewish). Weekly. Publishers, Eagle Publishing Co., Ltd., 10 Ontario West. Est. 1914. Friday. Independent. Subscription, $5.00 a year. 20 pages, 4 cols., 13 inches.

Canadian Mining Journal. Weekly. Publishers, Garden City Press. Est. 1879. Friday. Mining. Subscription, $5.00 a year. 64 pages, 2 cols., 10 inches. Circulation . 2½ M.
One page, one time—$45.00.
P.O. address—Gardenvale, P.Q.

Canadian Monitor. Weekly. Publisher, Wm. G. Wren, Jr. Est. 1924. Friday. Interest of Canadian colored people. Subscription, $1.50 a year. 8 pages, 8 cols., 21 inches. Circulation . . . . . See Note A.

Canadian Textile Journal. Weekly. Publishers, Garden City Press. Est. 1883. Tuesday. Textile industry. Subscription, $5.00 a year. 52 pages and more, 2 cols., 10 inches. Circulation . . . . . 2¼M.
One page, one time—$60.00.
P. O. Address—Gardenvale, P.Q.

Canard. (French). Weekly. Publication, A. P. Pigeon, Ltée, 105 Ontario East. Est. 1878. Sunday. Independent. Humor. Subscription, $2.50 a year. 16 pages, 4 cols., 12 inches.

The Only French
Conservative Paper
in the Province of Quebec.

"La Minerve"

Established in 1826

Published Every Saturday
by
PIERRE R. BISAILLON,
363 St. Denis Street
MONTREAL.

L'ITALIA

Canada's greatest Italian newspaper with the largest circulation without exception.

12 pages—7 columns—13 ems

Subscription $3.00 a year. - - - - Single copy, 5c

Advertising rates on request — or ask your agency.

Published Weekly by

L'ITALIA PUBLISHING CO.

425 St. James Street

MONTREAL, Que.

MONTREAL—(Continued)

Chronicle. Weekly. Publisher, F. Wilson-Smith. Est. 1881. Friday. Banking, insurance and finance. Subscription, $3.00 a year. 28 pages and more, 2 cols., 10 inches.

Cinema. Weekly. Publisher, O. Barrière. Est. 1921. Sunday. Motion Pictures. Subscription, $5.00 a year. 16 pages or more, 2 cols., 10 by 3¾ inches.

Croix. (French). Weekly. Publisher, Joseph Bégin. Est. 1903. Saturday. Religious, social and political. Subscription, $2.00 a year. 4 pages, 6 cols., 22 inches.

Current Events. Weekly. Publishres, Greater Montreal Publ. Co., Inc., Coronation Bldg. Est. 1923. Saturday. Entertainment and sports. Free distribution. 28 pages, 2 cols., 8 by 3 inches.

Devoir. Weekly. See after Devoir daily.

Fiamme d'Italia. (Italian.) Weekly. Publishers, Savoy Exchange Co., Ltd., 561 St. James St. Est. 1924. Saturday. Italian interest. Subscription, $2.50 a year. 4 pages, 5 cols., 18 inches. Circulation . . . . . See Note A.

Financial Times. Weekly. Publishers, Financial Times Publishing Co., Ltd. Est. 1912. Friday. Financial. Subscription, $3.00 a year. 7 to 20 pages, 6 cols., 20¾ inches. Circulation . . . . . 6¼ M.
1,000 l.—$200.00. 5,000 l.—$600.00. 10,000 l.—$1,200.00.

Information. (French). Weekly. Publishers, L'Information, 335 Craig St. West. Est. 1920. Thursday. Finance. Subscription, $2.00 a year. 3 cols., 20¾ inches. Circulation . . . . . 2M.
1,000 l.—$150.00.

Italia. (Italian). Weekly. Publishers, L'Italia Publishing Co. Est. 1916. Saturday. Italian interests. Subscription, $3.00 a year. 12 pages, 7 cols., 21½ inches. **Average**

FINE JOB PRINTING

The best equipment, the most capable workmen, personal supervision of all orders—no matter how small, and promptness in filling orders are the four elements of my success.

Quotations given on request, on all kinds of Commercial Work, Pamphlets, Booklets, etc.

EDMOND SAWYER
Limited
18 Hospital Street Montreal

THREE A. B. C. MEMBERS

WITH OVER 65,000 COPIES NET PAID IN ONE SINGLE ISSUE OF FRENCH MAGAZINE CIRCULATION BACKED UP BY 36 YEARS OF GOOD WILL.

LE SAMEDI (weekly). Est. 1889.
Now over 32,000 copies.

LE FILM (monthly). Est. 1921
Now over 11,500 copies.

LA REVUE POPULAIRE (monthly). Est. 1907.
Now over 21,500 copies.

JUST THINK OF IT!

Over 75% increase in circulation within 18 months without recourse to any camouflaged forcing schemes whatsoever or subscription agents.

Over 95% of this circulation sold over the counter.

Write for full facts on Quebec's existing conditions. The evidence as to why no French advertising campaign can produce the maximum results without these unique French magazines.

An unrivalled circulation, paid for by the reader and not by the advertiser.

Founded, owned and published by

POIRIER, BESSETTE & Cie

129-131-133 CADIEUX STREET MONTREAL

J. W. LIMOGES, Advertising Manager.

MONTREAL—(Continued)

sworn circulation for year ending Dec. 31st, 1923 . 10,500
1,000 l.—$100.00. 5,000 l.—$400.00. 10,000 l.—$600.00.

L'Italia is the only official Italian newspaper published in Canada. With its sworn average circulation of over 10,000 subscribers, L'Italia covers the Italian population of Montreal and neighborhood more thoroughly than any other medium. The Italian people of Montreal are thrifty, industrious, live well and spend their money freely. In no other way except by using L'Italia is it possible for the advertiser to enter so many homes of the Italian population. (Publisher's Statement.)

Journal Littéraire. (French). Weekly. Publishers, Société Enregistrée du Journal Littéraire. Est. 1918. Literary. Subscription, $2.50 and $3.00 a year. 8 to 14 pages, 6 cols., 21 inches.

Journal of Commerce. Weekly. Publishers, Journal of Commerce Publ. Co., Ltd. Est. 1875. Thursday. Commercial and financial. Subscription, $5.00 a year. 24 to 40 pages, 2 and 3 cols., 16¼ by 3½ and 2⅛ inches.
One page, one time—$75.00.
P. O. Address—Gardenvale, P.Q.

Labor World. (French and English) . Weekly. Publisher, Gustave Francq (in trust). Est. 1916. Saturday. Labor. Subscription, $2.00 a year. 4 to 6 pages, 7 cols., 22 inches. Circulation . . . . . 4¼M.

Mâtin. (French.) Weekly. Publisher, Le Mâtin, 164 St. Denis St. Est. 1921. Saturday. Independent. Subscription, $2.50 a year. 4 pages, 8 cols., 22½ inches. Circulation . . . . . 10M.

Minerve. (French.) Weekly. Publishers, P. R. Bisaillon, 363 St. Denis St. Est. 1826. Saturday. Conservative. Subscription, $3.00 a year, 4 to 8 pages, 8 cols., 23 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 7,238**
1,000 l.—$80.00. 5,000 l.—$325.00. 10,000 l.—$600.00.

"La Minerve" is the recognized medium to reach the better class of the French population and is considered the best for advertisers who enter in the weekly field. Being the only French Conservative paper in this part of the country, it covers the entire province and is read by the whole family. Its feminine page is considered the best made in the country. (Publisher's Statement.)

Monde Ouvrier. (French). See Labor World.

Moniteur du Commerce. (French). Weekly. Publisher, F. D. Shallow. Est. 1881. Friday. Commercial. Subscription, $3.00 a year. 44 pages, 3 cols., 10 inches.
One page, one time—$60.00.

Nord de Montréal. (French). Weekly. Publisher, Chas. Chalifour, 176 Beaubien St. Est. 1915. Saturday. Independent. Free distribution. 4 pages, 5 cols., 18 inches.

Northern Messenger. Weekly. Publisher, John Dougall & Son. Est. 1865. Friday. Religious. Subscription, 60 cents a year. 16 to 24 pages, 3 cols., 10 inches by 2⅛ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 43,576**
1,000 l.—$180.00. 5,000 l.—$900.00.

Patrie. Weekly. See after Patrie daily.

Presse. Weekly. See after Presse daily.

Prix Courant. (French). Weekly. Publishers, Retail Merchants' Publishing Co. Est. 1887. Friday. Commercial. Subscription, $3.00 a year. 60 to 90 pages, 2 and 3 cols., 10 inches. **Total net paid circulation for year ending Dec. 31st, 1923, as per A.B.C. Auditor's Report . . . 2,863**
One page, one time—$65.00.

Quebec—Canada's largest province—is 85% French. Most of the business is done in rural stores—90% of these stores are owned by French Canadians. 80% of the specialized stores in the cities are owned by French Canadians. Le Prix Courant is the French-speaking retailers' leading business guide. Circulation audited by A.B.C. (Publisher's Statement.)

IT WILL PAY YOU TO TRY

The Northern Messenger

A Proved Mail Order Puller And a Sound General Medium

An illustrated Evangelical Weekly, established in 1865, providing Sunday reading for the entire family. In addition to a large **individual circulation** it is distributed through many Sunday Schools and Churches (of all Protestant denominations) because of its exceptional general interest and fine Home and Family influence. Its subscribers are not merely casual readers. The nature of the publication ensures attentive perusal.

Few mediums produce as favourable returns on Mail Order Advertising.

Sworn Circulation - 43,027 Nett

The only reason this is not A.B.C. is that the space available would not warrant the charge on so large a circulation.

Helping the farmer to cultivate a better Canada —a land to love

through co-operation with all the other interests

has been the compelling inspiration and incentive behind three generations alike of Dougall publishers and readers.

19.7 years is the average reader-home relationship

without prizes, premiums or paid canvassers.

213.8 acres is the average size of farm reached by the

Witness & Homestead

At 2½ cts. per postal district you can skim the cream with a 1,000 line message.

Let us send you the list.

For Quality Circulation

World Wide

Is Without a Peer in Canada

An independent Review, reproducing selected articles from the leading journals and periodicals of both hemispheres. An independent economic and political Review with Financial and Literary Departments. Keeps thinking people informed on the great topics of the day.

Read by Statesmen, Bankers, Lawyers, Judges, Railroad and Insurance Men, Manufacturers, Educationists, Philanthropists, and in Public and College Libraries, Doctors' and Dentists' waiting-rooms and Clubs. Read throughout Canada, reaching the BIG people in each community.

LINE RATES—3,000 @ 8c; 2,000 @ 9c; 1,000 @ 10c; under 1,000 @ 12c; Back Cover 50% extra; Inside covers, 33 1-3% extra.

Standard Magazine size—700 lines to a 4 column page. Member A.B.C.

JOHN DOUGALL & SON, Publishers - MONTREAL

MONTREAL—(Continued)

Pulp and Paper Magazine. Weekly. Publishers, Garden City Press. Est. 1903. Thursday. Technical and trade. Subscription, $5.00 a year. 64 to 116 pages, 2 cols., 10 inches. Circulation . . . . . 2½ M.
One page, one time—$49.50.
P. O. Address—Gardenvale, Que.

Quartier Latin. (French.) Weekly during College year. Publishers, Assoc. Générale des Etudiants de l'Université de Montréal. Est. 1919. Thursday. Collegiate. Subscription, $1.50 a year. 8 pages, 5 cols., 17 inches. Circulation . 1¼M.

Samedi. (French). Weekly. Publishers, Poirier, Bessette & Compagnie. Est. 1889. Saturday. Literary. Subscription, $3.50 a year. 38 pages, 4 cols., 12½ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form . 23,357**
1,000 1.—$200.00. 5,000 1.—$800.00. 10,000 1.—$1,500.00.

Le Samedi is the only French weekly family magazine in America, and the oldest magazine in Canada—has always paid for itself through circulation alone, and it has reader interest without equal. (Publisher's Statement.)

Semaine Religieuse. (French). Weekly. Publisher, Rev. Canon L. E. Cousineau. Est. 1883. Monday. Religious. Subscription, $2.50 a year. 32 pages, 1 col., 4 by 7 inches. Circulation . . . . . 3M.
One page, per year—$250.00.

Shipping Register and Travel Guide. Weekly. Publisher, H. R. Pickens, 280 St. James St. Est. 1919. Saturday. Trade and commerce. Subscription, $4.00 a year. 12 pages, 5 cols., 15½ inches.

Standard. Weekly. Publishers, Montreal Standard Publishing Co., Ltd. Est. 1905. Saturday. Literary. Subscription, $5.00 a year. 24 to 36 pages, with a rotagravure section of 4 pages and a colored comic section of 8 pages. 8 cols., 21½ inches. **Total net paid circulation for 3 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report. 73,725**
1,000 1.—$150.00. 5,000 1.—$750.00. 10,000 1.—$1,500.00.
Rotagravure: 40c per line agate flat.

THE STANDARD is the national illustrated weekly newspaper in Canada. In addition to its News Section it carries the most artistic and up-to-date Rotogravure Section of any paper in the Dominion, and also the best colored 8-page Comic Section. The circulation, which is now over 80,000, shows an increase of 3,250 copies over the preceding date of a year ago. These figures show the net circulation figures for that period based on the A.B.C. report. (Publisher's Statement.)

Star. Weekly. See after Star daily.

Studio. (French.) Weekly. Publisher, Pierre R. Bisaillon. Est. 1924. Saturday. Motion pictures. Subscription, $4.50 a year. 16 pages, 2 cols., 9½ by 3½ inches. Circulation . . . . . See Note A.

Sunday Sun. Weekly. Publishers, The Sun Publ. Co., Ltd., 123 Vitre St. Est. 1924. Sunday. Illustrated. Subs., $2.00 a year. 5 cols., 13¾ by 2 inches.
Circulation . . . . . See Note A.
Rate: 10 cents per line agate flat.

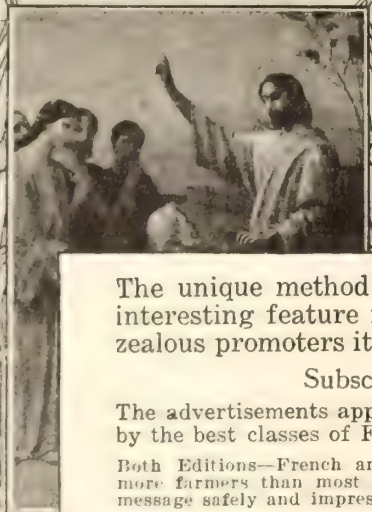
Trade Bulletin. Weekly. Publisher, H. R. Pickens, 280 St. James St. Est. 1882. Friday. Produce and provision trades. Subscription, $3.00 a year. 6 pages, 7 cols., 22 inches.

Weekly Tariff Intelligence. Weekly. Publishers, The McMullin Publishers, Ltd., 71a St. James St. Est. 1922. Thursday. Tariff information. Subscription, $25.00 a year. 6 pages, 2 cols., 10½ inches.

Witness and Canadian Homestead. Weekly. Publishers, John Dougall & Son. Est. 1845. Wednesday. Agricultural, poultry and the home. Subscription, $2.00 a year. 24 to 32 pages, 4 cols., 15½ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A. B. C. Form 16,578**
1,000 1.—$100.00. 5,000 1.—$400.00. 10,000 1.—$800.00

Founded 1845. Canada's "Old Reliable" national independent weekly newspaper and farm and home companion. Edited by John Redpath Dougall, M.A., LL.D. Probably no paper in the Dominion has so large a percentage of unsolicited renewals at full price. It is the only standby of the more educated and progressive farmer, being above the heads of others. See advertisement, page 270. (Publisher's Statement.)

THE CANADIAN MESSENGER OF THE SACRED HEART



LE MESSAGER CANADIEN DU SACRÉ-COEUR

The unique method of distributing *The Messenger* is a highly interesting feature for the advertiser. Through energetic and zealous promoters it reaches 170,000 *households every month.*

Subscriptions are all paid in advance

The advertisements appearing in *The Messenger* are read in full confidence by the best classes of French-speaking and English-speaking Canadians.

Both Editions—French and English—are popular in the rural districts and reach more farmers than most agricultural journals. It carries weight and delivers its message safely and impressively as a high-class advertising medium.

The Canadian Messenger, 1075 Rachel St., Montreal

Member A.B.C.

MONTREAL—(Continued)

World Wide. Weekly. Publishers, John Dougall & Son. Est. 1901. Friday. Independent. Literary, Financial and Political Review. Subscription, $2.50 a year. 20 pages and more, 4 cols., 11½ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A. B. C. Form 5,433**
1,000 l.—$100.00. 5,000 l.—$400.00. 10,000 l.—$800.00.

FORTNIGHTLIES AND SEMI-MONTHLIES

Passe-Temps. (French). Fortnightly. Publisher, J. E. Bélair. Est. 1895. Every second Saturday. Musical. Subscription, $1.50 a year. 20 pages, 4 cols., 14 inches.

Canada Musical. (French). Semi-monthly. Publisher, C. O. Lamontagne. Est. 1917. 1st and 3rd Saturdays. Musical. Subscription, $2.50 a year. 16 to 24 pages, 2 cols., 10 inches.
One page, one time—$35.00.

Canadian Milling & Grain Journal. Semi-monthly. Publishers, Holliday Publications, Dubrule Bldg. Est. 1919. 1st and 15th of month. Grain and Flour trade. Subscription, $3.00 a year. 40 to 48 pages, 2 cols., 10 by 3½ inches. Circulation . . . . . 2¾M.
One page, one time—$60.00.

MONTHLIES

Action Française. (French.) Monthly. Publishers, Ligue des Droits du Français. Est. 1917. French-Canadian interests. Subscription, $2.00 a year. 64 pages, 1 col., 5½ inches. Circulation . . . . . 4½ M.
One page, one time—$10.00.

Ami des Sourd-Muets. (French). Monthly. Publisher, S. Giroux. Est. 1908. 1st Saturday of month. Devoted to the interests of Deaf Mutes. Subscription, 50 cents a year. 8 pages, 2 cols., 10 inches. Average circulation for year ending Dec. 31st, 1923 1,000

Annale des Pretres Adorateurs. (French). Monthly. Publishers, Fathers of the Blessed Sacrament. Est. 1898. 25th of month. Religious. Subscription, $1.00 a year. 32 pages, 1 col., 8 inches. Circulation . . . . . 2 M.

Army and Navy Magazine. Monthly. Publishers, Army and Navy Veterans in Canada, 121 Bishop St. Est. 1919. Subscription, $1.00 a year. 36 pages, 2 cols., 9¼ inches by 3½ inches.

Artisan. (French). Monthly. Publishers, Société des Artisans Canadiens-Français. Est. 1891. 15th of month. Fraternal. Subscription, 50 cents a year. 16 pages, 2 cols., 7 inches. Does not insert advertisements. Circulation. 63M.

Bonne Parole. (French). Monthly. Publishers, La Fédération Nationale Saint-Jean-Baptiste, Monument National, St. Lawrence Blvd. Est. 1913. Fraternal. Subscription, $1.00 a year. 16 pages, 2 and 3 cols., 10 inches. Circulation . . . . . 1½ M.
One page, one time—$35.00.

Building News. Monthly. Publishers, David Publ. Co., Ltd., 2103 Hutchison St. Est. 1921. 15th of month. Building and contracting. Subscription, $2.00 a year. 24 pages, 3 cols., 10 by 2⅝ inches.
One page, one time—$50.00.

Bulletin de la Chambre de Commerce, du District de Montréal. (French). Monthly. Publishers, Chambre de Commerce, 76 St. Gabriel St. Est. 1899. 15th of month. Commercial. Subscription, $1.00 a year. 24 pages, 2 cols., 9½ inches by 3¾ inches.

Bulletin Eucharistique. (French). Monthly. Publishers, Fathers of the Blessed Sacrament. Est. 1895. 10th of month. Religious. Subscription, 50 cents a year. 32 pages, 1 col., 5 inches. Circulation . . . . . 11M.

Guaranteed to contain the most interesting and up-to-date articles on Canadian and Foreign affairs. LARGEST, BEST and MOST WIDELY read Canadian Magazine of its kind. Canadian Review of Current Events and National Opinion.

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Published on the 1st of each month.

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	¼ page	22.50	Specified pages	90.00

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MONTREAL—(Continued)

Bulletin Mensuel de la Chambre de Commerce Française de Montréal. (French). Monthly. Publishers, La Chambre de Commerce Française de Montréal, 347 Viger. Est. 1892. Commercial. Free distribution. 20 pages, 2 cols., 9¾ inches by 3½ inches. Circulation . . . . . 1M.
One page, one time—$30.00.

Bulletins Paroissiaux. (French). Monthly. Publishers, L'Action Paroissiale, 1300 Bordeaux St. Est. 1909. Roman Catholic. Subscription, $1.00 a year. 16 pages, 2 cols., 7 inches by 2⅛ inches. Circulation . . . . . 46M.
Group of 41 distinct magazines with same reading matter in centre.
One page, one time—$135.00.
Also edition for outside points. Circulation . 12M.
One page, one time—$25.00.

Canada West India Magazine. Monthly. Publishers, Canada & West India Publishing Co., Ltd. Est. 1911. 20th of month. Commercial. Subscription, $5.00 a year. 38 pages, 3 cols., 12½ inches.

Canadian Fisherman. Monthly. Publishers, Garden City Press. Est. 1914. 24th of month. Commercial fisheries. Subscription, $1.00 a year. 64 pages and more, 2 cols., 10 inches. Circulation . . . . . 2¾ M.
One page, one time—$50.00.
P .O. Address—Gardenvale, P.Q.

Canadian Medical Association Journal. Monthly. Publishers, Can. Medical Assoc., 836 University St. Est. 1911. Medical. 112 pages, 2 cols., 6¾ x 9½ inches. Circulation . . . . . 3¾M.
One page, one time—$60.00.

Canadian Messenger of the Sacred Heart. (French and English). Monthly. Publishers, Messenger Press, Ltd. Est. 1891. 12th of month. Roman Catholic. Subs., $1.00 a year. 60 pages, 2 cols., 7¼ inches. **Total net paid circulation for 12 mos. ending Dec. 31st, 1923, as per A.B.C. Auditor's Report 66,914**
One page, one time—$150.00.

The Canadian Messenger of the Sacred Heart, published in both English and French, has a constituency of remarkable value. Its circulation, which is guaranteed and sworn to, reaches every religious community, every parish priest.

M.A.A.A. Magazine. Monthly. Publishers, Montreal Amateur Athletc Assocn., 250 Peel st. Est. 1923. Athletic. Free to members. 24 pages, 2 cols., 7¼ by 2¼ inches.

Canadian Official Railway Guide. Monthly. Publishers, International Railway Publishing Co., Ltd. Est. 1866. 5th of month. Railway news. Subscription, $5.00 a year. 400 pages, 3 cols., 7 inches. Average circulation for year ending Dec. 31st, 1923 5,300
One page, one year—$150.00.

Canadian Purchaser. Monthly. Publishers, Council of Can. Purchasing Agents Assoc., 179 St. James St. Est. 1922. Purchasing. Subscription, $1.50 a year. 26 pages, 2 cols., 10 by 3⅝ inches.

Clinique. (French). Monthly. Publishers, Dr. F. de Martigny and Dr. R. Villecourt, 330 Sherbrooke East. Est. 1894. Medical. 1st of month. Subscription, $1.00 a year. 80 pages, 1 col., 7 inches.

Engineering Journal. Monthly. Publishers, Engineering Institute of Canada, 176 Mansfield. Est. 1918. 1st of month. Engineering. Subscription, $3.00 a year. 130 pages, 2 cols., 9 inches. **Detailed average sworn circulation for 12 months ending Dec. 31st, 1923 . . . . . 5,257**
One page, one time—$60.00.

Film. (French). Monthly. Publishers, Poirier, Bessette & Cie. Est. 1921. 1st of month. Motion picture. Subscription, $1.00 a year. 36 pages, 2 and 3 cols., 10 by 3½ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report 9,849**
Rate: 10 cents per line agate flat.

THE VOICE OF AUTHORITY

A well-known Advertising Counsellor, internationally known for his knowledge of the French field in Canada, reporting to a client on the French magazine situation, said:

"ONLY ONE publication measures up to usual standards, and it should be used freely."

The one publication referred to was

LA REVUE MODERNE

SEE HOW IT GROWS.

Circulation in Dec. 1923, **16,417**

Circulation in April 1924, **18,142**

Circulation in June 1924, **19,495**

AND STILL GROWING.

The most welcome of all publications in the majority of French-Canadian homes of the better class. Its subscription price of $3.00 for 12 issues assures a quality of circulation far higher than that of any other French periodical in Canada.

If you want to reach genuine buyers put LA REVUE MODERNE on your list.

Publishing Offices:

147 ST. DENIS STREET - - MONTREAL

MONTREAL—(Continued)

Franciscan Review and St. Anthony's Record. Monthly. Publishers, Franciscan Fathers. Est. 1905. 1st of month. Religious. Official organ of the Friars Minor in Canada. Subscription, 50 cents a year. 32 pages, 1 col., 7 inches. Circulation . . . . . 5½ M.
Does not insert advertisements.

Greater Montreal. Monthly. Publishers, Merchants' Assoc. of Montreal, 260 St. James St. Est. 1919. Mercantile interests. Subscription, $1.00 a year. 8 to 16 pages, 3 cols., 10 inches. Does not insert advertisements.

Guide. Monthly. Publisher, J. L. Bourbonnière. Est. 1921. 1st of month. Labor. Subscription, 50 cents a year. 8 pages, 4 cols., 14 inches.

Indépendence Médicale. (French). Monthly. Publisher, R. Villecourt, M.D., 109 Ontario St. East. Est. 1920. 15th of month. Medecine and pharmacy. Subscription, $2.50 a year. 4 to 6 pages, 7 cols., 20 inches. Circulation, 5 M.

Iron and Steel of Canada. Monthly. Publishers, Garden City Press. Est. 1918. 10th of month. Foundry and machine shop interests. Subscription, $2.00 a year. 80 to 100 pages, 2 cols., 10 inches. Circulation . . . 1¾ M.
One page, one time—$50.00.
P. O. Address, Gardenvale, P.Q.

Journal d'Agriculture et d'Horticulture. (French). Monthly. Publishers, Cie. de Publication du Canada, Limitée. Est. 1879. 15th of month. Agriculture. Subscription, $1.00 a year. 32 pages, 4 cols., 12 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . 58,811**
50 cents flat for combined French and English issues.

The Journal of Agriculture stands alone, and no advertising campaign intended to reach the agricultural district of Canada is complete without using its columns to cover the Province of Quebec. It reaches all classes of farmers, agents and dealers, also general storekeepers throughout the Province of Quebec. (Publisher's Statement.)

Le Journal d'Agriculture et d'Horticulture

DE LA PROVINCE DE QUEBEC

The only French Agricultural publication in the Province of Quebec, published on the 15th of each month.

Has an English Edition published on the first of each month.

CIRCULATION net paid 66,133

French Issue	-	**57,904**
English Issue	-	**8,229**

The rates cover both issues.

Advertisements translated free of charge for French issue.

The Journal of Agriculture and Horticulture

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MONTREAL—(Continued)

Journal of Agriculture and Horticulture. (English edition of preceding journal.) Monthly. **Average sworn circulation for year ending Dec. 31st, 1923 . . . 7,213**

Leather Worker. (English and French). Monthly. Publisher, Holliday Publications, Dubrule Bldg. Est. 1920. 10th of month. Leather Trades. Subscription, $2.00 a year. 48 to 52 pages, 2 cols., 10 by 3½ inches. Circulation . 2M.
One page, one time—$50.00.

Listening Post. Monthly. Publishers, Listening Post Publ. Co., 114 St. François Xavier St. Est. 1923. 15th of month. General. Subscription, $1.00 a year. 36 pages, 2 cols., 10½ by 3¾ inches. Circulation . See Note A.
Rate: 20 cents per line agate flat.

The Listening Post is controlled by an editorial committee, headed by Sir Arthur Currie. The magazine catered at first to ex-service men, but at the beginning of 1924 the scope of the magazine was enlarged, and it is now a national review. Agents are being appointed in all towns of the Dominion, and the class of reader we reach is one that is both willing and able to buy the best. (Publisher's Statement.)

Lumber News of Eastern Canada. Monthly. Publishers, Dominion Business Publications, Ltd., 425 Phillips Place. Est. 1924. Lumber trade. Subscription, $3.00 a year. 36 pages, 3 cols., 9¾ by 2¼ inches.
Circulation . . . . . See Note A.
One page, one time—$60.00.

Messager Canadien du Sacré-Cœur. (French). Monthly. French edition of the Canadian Messenger of the Sacred Heart and included in circulation rating of same.

Monthly Bulletin. Monthly. Publisher, Rev. W. Bowman Tucker, 287 Cadieux. Est. 1909. 1st of month. Religious and social service. Subscription, $1.00 a year. 8 pages, 2 cols., 7¾ inches.

Monthly Bulletin of the Canadian Institute of Mining & Metallurgy. Monthly. Publishers, Can. Institute of Mining and Metallurgy, 511 St. Catherine West. Est. 1898. 1st

MONTREAL—(Continued)

of month. Mining and metallurgy. Subscription, $5.00 a year. 100 pages, 1 col., 6½ inches. Circulation . 1¾ M.
One page, one time—$40.00.

Montreal Churchman. Monthly. Publisher, The Lord Bishop of Montreal, 461 University St. Est. 1912. 1st of month. Religious. Subscription, 50 cents a year. 12 pages, 4 cols., 12 inches. Average circulation for year ending Dec. 31st., 1923 1,435

Motor Book. (English and French). Monthly. Publishers, Holliday Publications, Dubrule Bldg. Est. 1921. 1st of month. Motoring. Subs., $2.00 a year. 44 to 52 pages, 2 cols., 10 by 3½ inches. Circulation . . . 2¼M.
One page, one time—$60.00.

Municipal Review. Monthly. Publishers, Municipal Publ. Co., Ltd., 70 McGill College Ave. Est. 1904. Official organ Union of Canadian Municipalities. Subscription, $2.00 a year. 36 pages, 2 cols., 10 by 3½ inches. Circulation. 3M.

Oiseau Bleu. (French). Monthly. Publishers, Société St. Jean Baptiste de Montréal, 296 St. Lawrence Blvd. Est. 1921. 5th of month. French-Canadian children. Subscription, 75 cents a year. 16 pages, 2 cols. Circulation . 4M.
One page, one time—$20.00.

Petit Messager du Trés Saint-Sacrement. (French.) Monthly. Publishers, Fathers of the Blessed Sacrament. Est. 1898. Religious. Subscription, $1.00 a year. 40 pages, 1 col., 7 inches. Circulation . . . . . 25M.
One page, per year—$400.00.

Pets Gazette. Monthly. Publisher, L. D. Hilton, 256 West Hill Ave., N.D.G. Est. 1922. Pet stock. Subscription, $1.50 a year. 16 to 24 pages, 6 by 9 inches.
One page, one time—$12.00.

Pharmaceutical Journal. Monthly. Publisher, Henry Miles. Est. 1890. 15th of month. Pharmaceutic. Sub-

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have by far the largest sale of any similar food in Canada. —W. Clark Limited, have been customers of this Agency for over twenty years.

THE Desbarats Advertising AGENCY LIMITED

MONTREAL—(Continued)

scription, $1.00 a year. 32 pages, 2 cols., 10½ inches. Circulation . . . . . 2 M.
One page, one time—$25.00.

Presbyterian Record. Monthly. Publishers, Presbyterian Church in Canada. Est. 1876. Religious. Subscription, 90 cents a year. 36 pages, 2 cols., 7¾ inches .
One inch, one time—$7.00; one year—$48.00.

Quebec Practice Reports. Monthly. Publishers, Wilson & Lafleur, Ltd. Est. 1895. Legal. Subscription, $6.00 a year. 48 pages, 10 inches. Circulation . . . ½M.

Revue Dentaire Canadienne. (French). Monthly. Publishers, Dr. H. Thibault, 2911 Adam. Est. 1917. 1st of month. Dental. Subscription, $2.00 a year. 64 pages, 1 col., 9 inches. Circulation . . . . . 1M.
One page, one time—$10.00.

Revue Franciscaine. (French). Monthly. Publishers, Franciscan Fathers. Est. 1884. 1st Sunday of month. Religious. Subscription, $1.00 a year. 40 pages, 1 col., 6 inches. Circulation . . . . . 10M.

Revue de Jurisprudence. (French and English). Monthly. Publishers, Wilson & Lafleur, Ltd. Est. 1895. Legal. Subscription, $6.00 a year. 48 pages, 1 col., 9 inches. Circulation . . . . . ½ M.

Revue Légale. (French and English). Publishers, Wilson & Lafleur, Ltd. Est. 1869. Legal. Subscription, $6.00 a year. 48 pages and more, 1 col., 9 inches.
Circulation . . . . . ½M.

Revue Moderne. (French). Monthly. Publisher, Madeleine G. Huguenin. Est. 1919. 1st of month. Literary. Subscription, $3.00 a year. 68 to 96 pages, 3 cols., 9½ inches by 2[illegible] inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report . 15,352**
1,000 l.—$250.00. 5,000 l.—$1,000.00. 10,000 l.—$2,000.00.

Since the A.B.C. Audit quoted above, the circulation of La Revue Moderne has grown to over 21,000, and is still steadily increasing. It is now firmly established as the favorite magazine in the homes of the more prosperous French-Canadians, and is used exclusively by an increasing number of National advertisers to reach this most valuable market. The subscription price of $3.00 for 12 issues assures a class of readers with money to spend on advertised products. (Publisher's Statement.)

Revue Municipale du Canada. (French.) Monthly. Publishers, Municipal Publ. Co., Ltd., 70 McGill College Ave. Est. 1920. Official organ, Union of Quebec Municipalities. Subscription, $2.00 a year. 24 pages, 2 cols., 10 by 3½ inches.

Revue Nationale. (French). Monthly. Publishers, Société St. Jean Baptiste de Montréal, 296 St. Lawrence Blvd. Est. 1919. French national interests in Canada. Subscription, $2.00 a year. 32 pages, 7 inches by 4⅛ inches.
One page, one time—$20.00.

Revue Populaire. (French). Monthly. Publishers, Poirier, Bessette & Compagnie. Est. 1907. 1st of month. Literary. Subs., $1.50 a year. 164 pages, 2 cols, 8 by 2¼ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form . 15,252**
Rate: 10 cents per line agate flat.

Scientific Agriculture. Monthly. See Ottawa, Ont.

Roman Canadien. (French.) Monthly. Publisher, E. Garand, 185 Sanguinet St. Est. 1924. Fiction. Subscription, 25 cents a copy. 2 cols., 8¼ by 2⅝ inches. Circulation . . . . . See Note A.
One page, one time—$60.00.

Semeur. (French). Monthly. Publishers, Association Catholique de la Jeunesse Canadienne-Française. Est. 1904. 1st of month. Literary and religious. Subscription, $2.00 a year. 32 pages, 2 cols., 7 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 2,800**
One page, one time—$10.00.

MONTREAL—(Continued)

Tempérance. (French). Monthly. Publishers, Franciscan Fathers. Est. 1906. 1st Sunday of month. Temperance. Subscription, 25 and 40 cents a year. 32 pages, 1 col., 7 inches.

Union Agricole. (French). Monthly. Publishers, Credit Immobilier Franco-Canadien, 7 Notre Dame W. Est. 1919. Agricultural. Subscription, $1.00 a year. 8 pages, 8 cols., 18½ inches. Circulation . . . . . 5 M.
1,000 l.—$50.00. 5,000 l.—$150.00. 10,000 l.—$300.00.

Union Medicale du Canada. (French.) Monthly. Publishers, T. Valiquette, 2734 Christophe Colomb. Est. 1872. 1st of month. Medical. Subscription, $3.00 a year. 60 pages and more, 1 col., 8 inches. Circulation . . . . 1¾ M.

White Ribbon Leaflet. Monthly. Publishers, Quebec Provincial Women's Christian Temperance Union. Est. 1903. 1st of month. Temperance. Subscription, 25 cents a year. 8 pages, 3 cols., 7 inches.

QUARTERLIES

Teachers' Magazine, Bi-monthly. Publishers, Can. Railroader, Ltd. Est. 1922. Organ of Provincial Assn. of Protestant Teachers. Subscription, $1.00 a year. 48 pages, 2 cols., 10 inches.
One page, one time—$50.00.

Canadian Railroader. Quarterly. Publishers, Canadian Railroader, Ltd. Est. 1917. Labor. Subscription, $1.00 a year. 100 pages, 9 by 12 inches.
One page, one time—$100.00.

Journal of the Canadian Bankers' Association. Quarterly. Publishers, A. Gagnier, Ltd. Est. 1893. January, April, July and October. Banking. Subscription, $1.00 a year. 100 pages. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . . . 5,298**

McGill News. Quarterly. Publishers, Graduates' Society of McGill University, McGill Union Bldg. Est. 1919. Collegiate and alumni. 2 cols., 9¾ inches.
Circulation . . . . . 2¼M.
One page, one time—$100.00.

ORMSTOWN, pop. 832. County—Chateauguay. 43 miles southwest of Montreal. Railroad—C.N. Banks—Com., Mtl. Nearby Towns—Huntingdon 8 miles, Valleyfield 10 miles. Country adapted for farming and dairying. Industries—saw, grist, flour and planing mills, sash, door, cheese and butter factories, machine shop, saddlery, several brick plants, marble and threshing machine works.

Bulletin. Weekly. Publisher, J. A. Blackburn. Est. 1895. Thursday. Unionist. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,775
100"—$23.00. 400"—$72.00. 1,000"—$180.00.

QUEBEC, pop. 95,193. County—Quebec. Capital of Province, situated at the top of a rocky promontory at the confluence of the St. Charles and St. Lawrence Rivers, 180 miles below Montreal. It is the central city of French Canada, and its population is preponderantly French and Roman Catholic. It is a port of entry for Atlantic steamers in summer and has a strongly fortified harbor. Railroads—C. P., C. N., Q. C., Q. & L. St. J., Q. R. L. & P. Co. Banks—Caisse d'Economie, Com., Hoch., Imp., Prov., Mol., Mtl., N. S., Roy., Union. Colleges, etc. — Laval University, Grand Seminary, Laval, Normal and Model Schools, High Schools for Boys and Girls. Industries—shipbuilding, formerly a leading industry, has again come to the fore and several yards at Quebec and at Levis are employing large numbers of men: Alain, P. Adelard; Alleyn, John; Amyot, Geo. E.; Amyot, Jos. & Fils; Asbestos Mfg. Co., Ltd.; Auger & Son, Ltd.; Barry, Henry D.; Bastien, Alex., Ltd.; Beaubien, Louis, Ltd.; Bedard, J. B. & Frère; Bell, David & William; Bertrand & Guillot; Bouret, François; Britannia Preserving Co.; Brookside Dairy; Brous-

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EMILE JEAN
Manager

THE DESBARATS ADVERTISING AGENCY, LIMITED, MONTREAL.

QUEBEC—(Continued)

seau, George, Ltd.; Burns, Thomas; Bussiere,P. G. & Co.; Byrne, Frank; Canada Corset Steel & Wire Co., Ltd.; Cantin, Wilfrid; Carrier, Wm. & Son (Reg'd.); Children's Shoe Mfg. Co.; Chinic Hardware Co.; Citadel Brick & Paving Block Co., Ltd.; Clement, Edgar (Reg.); Clement & Clement; Conway, E. & Son; Coté, Jos., Ltd.; Couillard, Georg;e Coulombe, E. T. & Co., Ltd.; Dechene, La Compagnie, Reg.; Dery, I. P. & Sons; Dominion Corset Company; Dominion Fish & Fruit Co., Ltd.; Dorval, Théodule; Drouin Frères, Led.; Dubuc, T. Dollard; Duchaine, Ludger; Duclos, Henri; Dugal, P., & Matte (Reg.); Dupuis, A. B.; Eastern Canada Shoe Co., Ltd.; Eastern Canada Steel & Iron Works, Ltd.; Emond & Coté (Reg'd.); Fortier, Elz. & Frère; Fortier, Nazaire & Cie.; Fortin & Co. (Reg'd.); Gale Brothers, Limited; Gale, Jos. A.; Gardner Clothing Mfg. Co.; Garneau Ltd.; Garneau, Joseph P.; Gignac, Napoléon; Goulet, O. & Fils, Ltd.;; Grogan & Conway; Guillemette, Ferdinand; Hackett, Wm. & Sons; Hammermill Paper Co.; Hansen, A. K. & Co. (Reg'd.); Hazel, James & Son; Hethrington, T.; Holt, Renfrew & Co., Ltd.; Houde, The B. Co., Ltd.; Joseph & Co.; Julien & Julien; Kaine, Mark H.; King Bros., Ltd.; Kirouac & Fils; La Brasserie Champlain, Ltd.; Labreque & Couillard; Lachance, Geo. I.; Lachance & Tanguay; La Compagnie F. X. Drolet; La Cie J. H. Jacques & Fils, Ltd.; La Cie Dechene, Ltée; Laforce, H. & Frère; Laliberté, J. B.; Landry Pulpwood Co., Ltd.; Larochelle, J. H. & Fils; Lavigueur & Hutchison; Leclerc, François; Legare, Alex. & Fils; Legare Automobile & Supply Co., Ltd.; Legare, P. T. Co., Ltd.; Lemesurier Tobacco Co.; Léonard, Bernard; Letellier, J. B. E.; Libraire Garneau, Ltd.; Libraire Langlais, Ltd.; Livernois, J. E., Ltd.; Marois, A. E., Ltd.; Marquis (dit Canac) Fred'k (Reg'd.); Martineau & Co., The W. R.; Marsh. Wm. A. Co. ,Limited; McLimont, William & Son; McWilliams, W., Inc.; Mechanics Supply Co., Limited; Moore, T. J. & Co., Ltd.; Morency, J. L.; Morin, Dr. Ed. & Cie., Ltée; Myrand & Pouliot; Nesbit, E. T.; North East Co., Ltd.; Paquet Co., The, Ltd.; Parisian Corset Mfg. Co., Ltd.; Pfeiffer, A. S. & Co.; Picard, Jos. B.; Picard, O. & Fils (Reg'd.); Poliquin & Darveau; Price Bros. & Co., Ltd.; Pure Food Products Co., Ltd.; Quebec Glove Leather Manufacture Co.; Quebec Modern Clothing Mfg. Co.; Quebec Paper Box Company; Quebec Preserving Company; Quebec Saguenay Pulp Co., Ltd.; Quebec Syndicate; Racine, Albert; Racine Joseph; Remillard, Rinfret & Lefevre, Ltd.; Renaud & Co., Inc.; Renaud, J. B. & Cie.; Richard & Company; Ritchie, John Co., Ltd.; Robitaille, C. (Reg'd.); Rock City Tobacco Co., Ltd.; Routier, Luc; Roy, L. Achille; St. Lawrence Glove Works; St. Lawrence Paper Bag Co., Ltd.; Samson & Filion; Samson, J. E., Reg.; Seifert, G. & Sons; Sharples, W. & J.; Simons & Co.; Stadacona Box Co. (Reg'd.); Tanguay, Georges, Limited; Terreau & Racine, (Reg'd.); Thibodeau Frères & Cie.; Thomas Co., Ltd.; Timmons, M. & Son; Turcotte, Nazaire & Co.; Valliere, P.; Vezina & Filion (Reg'd.); Whitehead & Turner.

DAILIES

Action Catholique. (French). Daily. Publishers, Action Sociale, Ltée. Est. 1907. Evening. Independent. Subscription, $5.00 a year. 12 to 32 pages, 8 cols., 21½ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report 20,411**

1,000 l.—$90.00. 5,000 l.—$350.00. 10,000 l.—$600.00.

L'Action Catholique is a friend in every family. Eight thousand subscribers in the City of Quebec and vicinity represent at least thirty thousand readers every day in Quebec alone. Think it over—two hundred and fifty parishes exchange their news by L'Action Catholique. Advertising rates, etc., on request. (Publisher's Statement.)

Action Catholique. (French). Weekly. Publishers, Action Sociale, Ltée. Est. 1907. Wednesday. Independent. Subscription, $2.00 a year. 12 to 16 pages, 8 cols., 21 inches. **Average sworn circulation for six months ending Dec. 31st, 1923 . . . . . 19,119**

Rate: 6 cents per line agate flat.

THE DOMINANT MEDIUM

BLANKETS QUEBEC ABSOLUTELY

LE SOLEIL

"Le Soleil" has a larger circulation than the **four** other Quebec dailies combined.

"Le Soleil" has a larger circulation in rural Quebec than any other French daily in Canada—bar none.

There are more copies of "Le Soleil" sold every day in Quebec city than there are residences. Few papers in America blanket their field as "Le Soleil" blankets Quebec.

"Le Soleil" carries considerably more want ads. than any other Quebec daily.

Keyed advertisements have proven time and time over again the tremendous pulling power of "Le Soleil."

Yon can create maximum impression at **one cost** by concentrating in the paper everybody in Quebec reads—"Le Soleil."

HENRI GAGNON
Managing-Director

THE DESBARATS ADVERTISING AGENCY, LIMITED, MONTREAL.

QUEBEC—(Continued)

Chronicle. Daily. Publishers, Chronicle Printing Co. Est. 1764. Morning. Independent. Subscription, $4.00 a year. 8 to 16 pages, 8 cols., 21½ inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 2,471**
1,000 l.—$40.00. 5,000 l.—$100.00. 10,000 l.—$150.00.

Only English morning paper in Quebec. Train times permit of early mail deliveries in all English communities of surrounding districts, including: Three Rivers, Shawinigan Falls, Grand Mere, La Tuque, Kenogami, Thetford Mines, Lake Megantic, Danville, Richmond and Drummondville.

A high-class publication that appeals particularly to the business or professional man, and to the woman actively engaged in society work or in the social round. (Publisher's Statement.)

Gazette. Weekly. Publishers, Chronicle Printing Co. Est. 1764. Thursday. Independent. Subscription, $1.00 a year. 4 pages, 8 cols., 21½ inches.

Evénement. (French). Daily. Publishers, La Compagnie de L'Evénement. Est. 1867. Morning. Independent. Subscription, $6.00 a year. 12 to 32 pages, 8 cols, 21 inches. **Total net paid circulation for 3 mos. ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form. 16,096**
Rate: 6 cents per line agate flat.

L'Evenement—Quebec city's best French newspaper, entering 99 per cent. of the better French homes every morning. The only paper in Quebec City that has shown continued growth in local and national advertising, circulation and prestige. Independent in politics, member of the Audit Bureau of Circulations. (Publisher's Statement.)

Soleil. (French). Daily. Publishers, Le Soleil, Ltée. Est. 1883. Evening. Liberal. Subscription, $6.00 a year. 12 to 48 pages, 8 cols., 21½ inches. **Total net paid circulation for 3 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 42,599**
Rate: 10 cents per line agate flat.

Le Soleil is the largest newspaper in Canada East of Montreal. In equipment, staff and news service it is by far superior to any of its competitors. Absolutely blankets the entire city of Quebec and enjoys the unique distinction of having almost a house to house distribution, for the total number of copies of Le Soleil sold every day in Quebec

IN 950 DIFFERENT PARISHES

The Roman Catholic Clergy actively endorse and recommend

L'Action Catholique

Daily **Weekly**

103 ST. ANN STREET - - QUEBEC, Can.

Nine-tenths of the population of the Province of Quebec are Roman Catholics. You, therefore, cannot reach the great majority of the French-Canadians of the District of Quebec, nor the better class of Catholic buyers of the Province of Quebec unless you use L'ACTION CATHOLIQUE.

CIRCULATION

Daily May 1924 issue, gross distribution..... 25,800
Weekly " " " " " 19,600

Member of A.B.C.

We recommend specially our weekly edition, which is now the second French weekly in Canada, its circulation being THREE TIMES that of all other weeklies in Quebec District combined.

QUEBEC IS A TWO PAPER CITY

NO MORE — NO LESS

THE DAILY TELEGRAPH

IS THE EVENING PAPER READ BY ALL THE ENGLISH READING PEOPLE, WHICH INCLUDES THE BEST BUYERS AMONG FRENCH-CANADIANS.

LARGEST GUARANTEED ENGLISH CIRCULATION.

THE DESBARATS ADVERTISING AGENCY, LIMITED, MONTREAL.

QUEBEC—(Continued)

city exceeds the number of existing French homes. It influences the population of a most fertile agricultural district within a radius of 200 miles. Invaluable for a test campaign for it has a circulation greater than that of all other Quebec French and English dailies combined. (Publisher's Statement.)

Soleil. (French). Weekly. Publishers, Le Soleil, Ltée. Est. 1880. Saturday. Liberal. Subscription, $2.00 a year. 12 to 16 pages, 8 cols., 21 inches.

Telegraph. Daily. Publishers, Telegraph Printing Co. Est. 1874. Evening. Independent. Subscription, $6.00 a year. 8 to 40 pages, 8 cols., 21½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . 12,499**
1,000 l.—$60.00. 5,000 l.—$200.00. 10,000 l.—$300.00.

The Quebec Daily Telegraph is an advertising medium of proven merit, to both national and local advertisers. To the advertiser seeking a new market, or endeavoring to enlarge his field in Quebec, the Telegraph is a fruitful medium. Investigative service gladly afforded to advertisers and agents. (Publisher's Statement.)

WEEKLIES

Beret. (French.) Weekly during College year. Publishers, The Federation of Students of the University of Laval. Est. 1919. Friday. Educational. Subscription, $2.00 a year. 4 pages, 5 cols., 16 inches.

Bulletin de la Ferme. (French). Weekly. Publishers, Le Bulletin de la Ferme, Enrg. Est. 1913. Thursday. Agricultural. Subscription, 75 cents a year. 20 pages, 4 cols., 12 inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report. 8,805**
Rate: 10 cents per line agate flat.

Le Bulletin de la Ferme is a weekly publication devoted to agriculture. It is the official organ of the 150 local agricultural co-operatives of the Province of Quebec. Farmers in Quebec Province are in the market for pianos, gramophones, automobiles, silverware, jewellery, high grade furniture, tobacco, etc., as well as their city cousins. An advertising campaign in this forceful medium will quickly establish your good-will and create confidence among the most progressive element of the French farming community in Quebec. Member A.B.C. (Publisher's Statement.)

The Quebec Chronicle

Founded 1764.

Members Audit Bureau of Circulations.

Everywhere Recognized as One of Canada's Representative Newspapers

There is no field with a smaller percentage of waste to the national advertiser from the point of view of purchasing power than the English population of Quebec City and District.

There is no publication that covers its national field more efficiently than the Chronicle.

Rates and results considered, it is an eminently satisfactory "Buy."

Count the Chronicle in on All Campaigns

Selling to Wealthy Rural Quebec

Almost half of Quebec's population lives in rural communities—to be exact, the rural population is 1,181,156, and the urban population 1,322,559.

These people are wealthy—the average farm is 125 acres in size and the average value per farm is $7,969.73. There are more automobiles in rural Quebec than in urban Quebec.

The best way of reaching these prosperous people is to advertise in

Le Bulletin de la Ferme

Circulation: 11,000 A.B.C. audited.

It is the official organ of the 150 local Agricultural Co-operative Associations and receives an intensive reading seldom given to other media. Keyed ads have demonstrated that this medium has a pulling-power entirely out of proportion with its actual circulation.

Write for booklet on Quebec's rural market—brimful of astounding facts and statistics.

F. X. LIZOTTE, Advertising Manager.

MONTREAL OFFICE: 339 Viger Avenue.

QUEBEC OFFICE: 88 Mountain Hill.

QUEBEC—(Continued)

Gazette Officielle. (French and English). Weekly. Publishers, King's Printer for Government of Quebec. Saturday. Official information. 30 to 64 pages, 2 cols., 10 inches.

Official advertisements only.

Homme Libre. (French.) Weekly. Publishers, l'Imprimerie de Québec, Ltée. Est. 1922. Saturday, Conservative. Subscription, $1.00 a year. 4 pages, 7 cols., 20¾ inches.

Semaine Commerciale. (French). Weekly. Publishers, La Semaine Commerciale, Ltée. Est. 1894. Friday. Commercial. Subscription, $3.00 a year. 32 pages, 3 cols., 11 inches.

One page, one time—$25.00.

Semaine Religeuse de Québec. (French). Weekly. Publishers, Action Sociale, Ltée. Est. 1888. Thursday. Religious. Subscription, $1.50 a year. 16 pages, 1 col., 7 inches. Average circulation for year ending Dec. 31st, 1923 . 1,200

One page, one time—$10.00.

Travailleur. (French.) Weekly. Publishers, Secrétariat des Syndicats Catholiques. Est. 1922. Thursday. Labor. Subscription, $2.00 a year. 4 pages, 8 cols., 21 inches.

SEMI-MONTHLIES AND MONTHLIES

Enseignement Secondaire au Canada. Semi-monthly. Publisher, Adolphe Garneau, M.A., University of Laval. Est. 1914. Educational. Subscription, 50 cents a year. 48 pages, 2 cols., 6½ inches. Circulation . . . . . ¾ M.

Bulletin de la Société de Géographie de Québec. Monthly. No report.

Abeille. (French). Monthly. Publishers, L'Abeille Enr., P.O. Box 176. Est. 1918. Bee-keeping. Subscription, $1.00 a year. 16 to 24 pages, 2 cols., 9½ by 3¼ inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report 1,212**

Rate: 5 cents per line agate flat.

QUEBEC—(Continued)

Annales de Notre-Dame du Sacré-Cœur. (French). Monthly. Publishers, Frs. Missionaries of the Sacred Heart. Est. 1903. 30th of month. Religious. Subscription, 50 cents a year. 1 or 2 cols., 6½ inches. Circulation . . 6 M.
One page, one time—$15.00.

Apôtre. (French). Monthly. Publishers, L'Action Sociale Catholique. Est. 1919. Catholic. Subscription, $2.00 a year. 45 to 60 pages, 3 cols., 9 by 2 inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report 8,619**
Rate: 15 cents per line agate flat.

Automobile au Canada. (French). Monthly. Publishers, L'Automobile au Canada. Est. 1920. Automobiles and accessories. Subscription, $2.00 a year. 2 cols., 9¾ inches by 3¼ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 6,000**
One page, one time—$60.00.

Automobile Club Magazine. Monthly. Publishers, Quebec Auto Club, Inc. Est. 1923. Motoring. 20 pages, 2 cols., 10 inches.

Canada Français. (French). Monthly. Publishers, Laval University. Est. 1918. 15th of month. Literature, arts and science. Subscription, $3.00 a year. 80 pages, 9½ inches by 6½ inches. Average circulation for year ending Dec. 31st, 1923 2,000

Enseignement Primaire. (French). Monthly. Publisher, C. J. Magnan. Est. 1880. 1st of month. Educational. Subscription, $2.00 a year. 64 pages, 7 cols., 10½ inches. Average circulation for year ending Dec. 31st, 1923 . 8,950

Fleurs de la Charité. (French). Monthly. Publishers, L'Œuvre du Patronage. Est. 1897. Religious. Subscription, 50 cents a year. 32 pages, 1 col., 7 inches. Circulation, 2½ M. No advertisements solicited.

Naturaliste Canadien. (French). Monthly. Publisher, Rev. Canon V. A. Huard. Est. 1868. End of month. Natural history. Subscription, $1.00 a year. 24 pages, 1 col., 6½ inches. Average circulation for year ending Dec. 31st, 1923 800
One page, one time—$20.00.

Terroir. (French). Monthly. Publishers, Société des Arts, Sciences et Lettres. Est. 1919. Literary. 15th of month. Subscription, $2.00 a year. 48 pages.
One page, one time—$35.00.

Union des Bulletins Paroissiaux. (French). Monthly. Publishers, L'Action Sociale Catholique. Est. 1919. Roman Catholic. Subscription, 50 cents a year. 12 pages, 5 cols., 14 inches by 2 1-3 inches. Circulation . . . . 22 M.
Rate: 5 cents per line agate flat.

QUARTERLIES

Diocesan Gazette. Quarterly. Publishers, Church of England. Est. 1894. Church of England. Subscription, 50 cents a year. 30 pages, 2 cols., 7 inches. Circulation . 1M.
One page, one year—$30.00.

Educational Record. Quarterly. Publishers, Canada Supply Co. Est. 1881. Educational. Subscription, $1.00 a year. 98 pages, 2 cols., 7 inches. Average circulation for year ending Dec. 31st, 1923 1,800
One page, one time—$50.00.

RICHMOND, pop. 2,450. County—Richmond. 80 miles northeast of Montreal. Railroad—C.N. Banks—Com., Mol. Colleges, etc.—High School and St. Francis College. Nearby Towns—Danville 10 miles, Windsor Mills 10 miles. Country adapted for mixed farming, stock raising and dairying. Natural Resources—asbestos, slate, copper, iron, lumber, pulpwood and tan bark. Industries—butter, cheese, sash, door, last, carriage, two brick and concrete block factories, granite and marble works, pulpwood and saw mills, machine shops and electric power plant.

The Farmers' Guide

is the logical medium to use to reach the rural districts of the Maritime Provinces. Although there are 131 daily and weekly newspapers and other publications published in the Maritime Provinces, **The Farmers' Guide** has a larger circulation in the Maritime Provinces than anyone of them.

With Quantity — Quality

The Farmers' Guide is the only A.B.C. farm paper which makes the Maritime Provinces its special field. Advertisers, thereby, are not only assured of the Press Run, but have an independent, international O.K. on The Guide's circulation figures. More and more discriminating advertisers are demanding quality as well as quantity. The Guide will carry your sales story economically and directly. Try it.

The Farmers' Guide

Gardenvale, Quebec.

RICHMOND—(Continued)

Times-Guardian. Weekly. Publishers, Martin & Moreland. Est. 1857. Friday. Liberal. Subs., $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . 1 M.
100"—$12.00. 400"—$40.00. 1,000"—$400.00.

This circulation includes those of the Danville Times Guardian, and the Windsor Mills Times Guardian, which are reprints of the same matter except title page with special local news and advertisements.

RIMOUSKI, pop. 3,612. County—Rimouski. 165 miles east of Quebec, on the south shore of the St. Lawrence River. Port of call for ocean steamers. Popular summer resort. Railroad—C. N. Banks — Hoch., Com. Nearby Towns —Rivière du Loup 60 miles. Country adapted for general farming. Industries — Bellavance & Co., lumber; Coté, Anselme & Fils, general store; Danjou, P. E. & Fils, Ltd., wholesale grocer; Arthur Dion, lumber; George Dumont, tannery; Les Textiles du Golfe ,Ltd., lumber; Matapedia Lumber Co., Ltd.; Compagnie de Lainage de Rimouski, woollen goods; Price Bros. & Co., saw mill; Price-Porritt Pulp & Paper Co., Ltd.; A. Sirois & Frère, saw mill.

Progrès du Golfe. (French). Weekly. Publishers, La Compagnie du Progrès du Golfe de Rimouski. Est. 1904. Friday. Independent. Subscription, $1.00 a year. 4 to 8 pages, 6 cols., 21 inches. Circulation . . No report
100"—$25.00. 400"—$100.00. 1,000"—$250.00

Chez Nous. (French). Semi-monthly. Publisher, Rev. V. Coté. Est. 1920. Religious and Social. Subscription, $1.00 a year, 8 pages, 3 cols., 6 inches. Circulation . No report
200"—$40.00. 400"—$160.00.

RIVIERE DU LOUP, pop. 7,703. County—Temiscouata. 110 miles northeast of Quebec, on the St. Lawrence River, at mouth of Rivière du Loup. Popular summer resort. Railroads—C.N., T.R. Weekly steamers from Quebec to Saguenay. Banks — Mtl., Hoch., Prov., Mol. Nearby Town—Rimouski 35 miles. Natural Resources—lumber. In-

RIVIERE DU LOUP—(Continued)

dustries—J. A. Charest, sash and door factory; Fraserville Shoe Co., Ltd.; Legare Automobile of Temiscouta, Ltd.; Monsarrat Machineries and Foundries, Ltd. ;St. Lawrence Furniture Co., Ltd.

St. Laurent. (French). Weekly. Publishers, L'Imprimerie Saint-Laurent. Est. 1897. Thursday. Independent. Subscription, $1.00 a year. 10 pages, 5 cols., 18 inches. Circulation . . . . . 2 M.

100"—$21.00. 400"—$84.00. 1,000"—$210.00.

ROBERVAL, pop. 2,068. County—Lake St. John. 175 miles north of Quebec, on the Lake St. John. Popular summer resort. Railroad—C.N. Banks—Mol., Hoch. Country adapted for mixed farming and dairying. Industries—paper, saw, carding and grist mills, sash, door, boatbuilding and overall factories, electric power plant, aerated water and cement works, tannery and creamery.

Colon. (French). Weekly. Publishers, Les Imprimeurs de Roberval. Est. 1917. Thursday. Colonization. Subscription, $1.50 a year. 6 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 . . 1,200

100"—$25.00. 400"—$100.00. 1,000"—$250.00

ROCK ISLAND, pop. 1,442. County—Stanstead. 84 miles southeast of Montreal. Railroad—B. & M. Banks—Com., Roy. Colleges, etc.—Stanstead College ,Ursuline Convent. Nearby Towns—Stanstead 2 miles, Mansonville 15 miles. Country adapted for farming and dairying. Industries—Butterfield & Co., Inc.; Gilmore, James A. Co.; Globe Suspender Co.; Goodhue, J. B. Co., Ltd.; Lay Whip Co., Ltd.; Peerless Overall Co.; R. & G. Mfg. Co.; Rock Island Overall Co.; Standard Mfg. Co.; Telford Bros.; Telford & Chapman, Ltd.; Union Twist Drill Co.

Stanstead Journal. Weekly. Publishers, Journal Printing Co. Est. 1845. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 6 cols., 19¾ inches.
Circulation . . . . . No report

100"—$25.00. 400"—$100.00. 1,000"—$250.00.

STE. ANNE DE BEAUPRE, pop. 1,648. County—Montmorency. 20 miles east of Quebec, on the north shore of the St. Lawrence River. Noted for large pilgrimages and heavy tourist travel to St. Anne's shrine. Bank—Hoch. Nearby Towns—St. Joachim 5 miles, Laval 12 miles. Railroads—Q.R.L. & P. Co., electric railway. Colleges, etc.—High School and Boarding Collegiate Institute. Country adapted for farming. Natural Resources—cordwood, lumber, pulpwood, limestone and construction sand. Industries—saw mill, power plant, marble works and lumber yards.

Annales de Ste. Anne de Beaupré. (French and English). Monthly. Publishers, Redemptorist Fathers. Est. 1873. Religious. Subscription, 50 cents a year. 48 pages, 1 col., 6¾ inches. Do not insert advertisements.

STE. ANNE DE BELLEVUE, pop. 2,212. County—Jacques Cartier. 20 miles west of Montreal, on the Ottawa River. A favorite summer resort. Railroads—C.N., C.P. Banks—Mtl., Hoch. Industries—grist mill, two carriage factories, saddlery, boatbuilding and repair shops.

Macdonald College Magazine. Quarterly. Publishers, Students of Macdonald College. Est. 1911. Collegiate. Subscription, $1.00 a year. 96 pages, 2 cols., 8 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . 1,500**

One page, one time—$15.00.

United Farmers' Guide. Semi-monthly. Publishers, Industrial-Educational Publ. Co., Gardenvale, P.Q. Est. 1920. Every other Wednesday. Agricultural. Subscription, $1.00 a year. 4 cols., 13¾ by 2½ inches. **Total net paid circulation for 6 months ending Dec. 31st, 1923, as per Publisher's Statement on A.B.C. Form . . . 16,559**

Flat rate 18 cents per line agate.

P. O. address, Gardenvale, Que.

The Farmers' Guide has made an effort to concentrate its Maritime circulation in the counties where the more expert and prosperous farmers are found in greatest numbers. In Nova Scotia, out of a total circulation of 7,372, 2,788 are in the fruit belt of Hants, Kings and Annapolis, and 2,494 in the dairying counties, Cumberland, Colchester, Pictou and Antigonish; in New Brunswick, out of a total of 8,406, 4,096 are in the potato belt of York, Carleton and Victoria, and

Another attractive example of the efficient use of small space.

The DESBARATS ADVERTISING Agency Limited

ST. ANNE DE BELLEVUE—(Continued)

2,846 in the dairying counties, Westmoreland, Albert, Kings and Charlotte; in Prince Edward Island, our distribution is quite evenly distributed. (Publisher's Statement.)

Also publish Can. Mining Journal; Pulp and Paper Magazine; Canadian Textile Journal; Can. Fisherman, M.; Iron and Steel of Canada, M., for listings of which see Montreal, Que.

STE. ANNE DE RESTIGOUCHE, pop. 1,000. County—Bonaventure. 250 miles northeast of Quebec, on the Restigouche River, opposite Campbellton. Indian settlement. Railroads—Q.O., C.N. Colleges, etc.—Convent and Monastery. Nearby Towns—Metapedia 12 miles, Campbellton 2 miles. Country adapted for farming. Natural Resources—lumber, fisheries and stone quarries. Industries—saw mill, lumber yard and Indian fancy works.

Micmac Messenger. (Indian). Monthly. Publisher, Father Pacifique. Est. 1903. 1st of month. General interests of the Micmac Indians. Subscription, 50 cents a year. 4 to 8 pages, 2 cols., 8½ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 377**

One inch, one year—$3.00.

ST. HYACINTHE, pop. 10,859. County—St. Hyacinthe. 40 miles east of Montreal, on the Yamaska River. Possesses a large number of manufacturers for milling machinery, woollen goods, boots and leather. Railroads — C. P., Q. M., & S., C. N. Banks — Com., Hoch., Mtl. Nearby Towns—Actonvale 18 miles, Abbotsford 17 miles. Country adapted for farming and dairying. Industries—Amyot, A. & Cie.; Bertrand, F. X., la Compagnie Manufacturière; Michel Cadorette; Canadian Pipe Organ Co., Ltd.; Casavant Frères; Chalifoux, O. & Fils, Limitée; Coté, A. A. & Son, Ltd.; Coté, La Compagnie J. A. & L.; Dubrule, J. H.; Duclos & Payan; E. T. Corset Co., Ltd.; G. & C. Whitewear Co.; La Cie Dussault & Lamoureux, Ltée; Langevin & Fils; La Victoire Shoe Co., Ltd.; Maple Leaf Overall Co.; Omega Machinery, Ltd.; Ostigny, J. A.; Paquet & Godbout; St. Hyacinthe Lumber Co.; Separateurs Domo.

ST. HYACINTHE—(Continued)

Clairon. (French). Weekly. Publishers, Imprimerie Yamaska, Ltée. Est. 1912. Friday. Liberal. Subscription, $1.50 a year. 6 pages, 6 cols., 20 inches.
Circulation . . . . . No report

Courrier de St. Hyacinthe. (French). Weekly. Publishers, La Compagnie d'Imprimerie et Comptabilité. Est. 1853. Saturday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 21 inches. Average circulation for year ending Dec. 31st, 1923 2,002
100"—$21.00. 400"—$84.00. 1,000"—$210.00.

The Courrier, of St. Hyacinthe, is the oldest French paper in Canada, and has been a family visitor in many homes for generations. St. Hyacinthe is the centre of the cheese and dairy industry in that part of the Province of Quebec, and no part of the Province is more prosperous. Nowhere are better class of homes to be seen on every side. Not only the city of St. Hyacinthe itself, but its suburbs, are benefiting in every way from the present condition. Advertisers will find The Courrier the best paper to reach the population in that district. Rates are very reasonable. (Publisher's Statement.)

Revue Dominicaine. (French). Monthly. Publishers, Le Rosaire de St. Hyacinthe. Est. 1896. 20th of month. Roman Catholic. Subscription, $2.00 a year. 48 pages, 1 col., 8 inches.

Rosaire pour Tous. (French). Monthly. Publishers, Le Rosaire de St. Hyacinthe. Est. 1896. 20th of month. Roman Catholic. Subscription, 35 cents a year. 16 pages, 2 cols., 7 inches. Does not insert advertisements.

ST. JEAN D'IBERVILLE. See St. Johns.

ST. JEROME, pop. 5,491. County—Terrebonne. 29 miles northwest of Montreal, on the Rivière du Nord. Railroads—C.P., C.N. Banks—Mtl., Hoch., Prov. Colleges, etc.—College and Convent. Nearby Towns—Shawbridge 5 miles, New Glasgow 7 miles. Country adapted for mixed farming and dairying. Natural Resources—lumber, pulpwood and water power. Industries—Canadian Consolidated Rubber Co., Ltd.; Stanislas Desormeaux, aerated water works; Jules Derouin, grist mill; Eagle Lumber Co., Ltd.; W. Filion, sash and door factory; Henri Francoeur, aerated waters; Wilbrod Gareau, creamery; J. Charles Larocque, carding mill; Rod. Latour, carriages; P. E. Leclair, carriages; E. Meunier, sash and door factory; Regent Knitting Mills, Ltd.; Rolland Paper Co., Ltd.; Simard, Pierre, wholesale grocers; M. I. Viau & Fils, foundry; J. C. Wilson, Ltd., pulp mill.

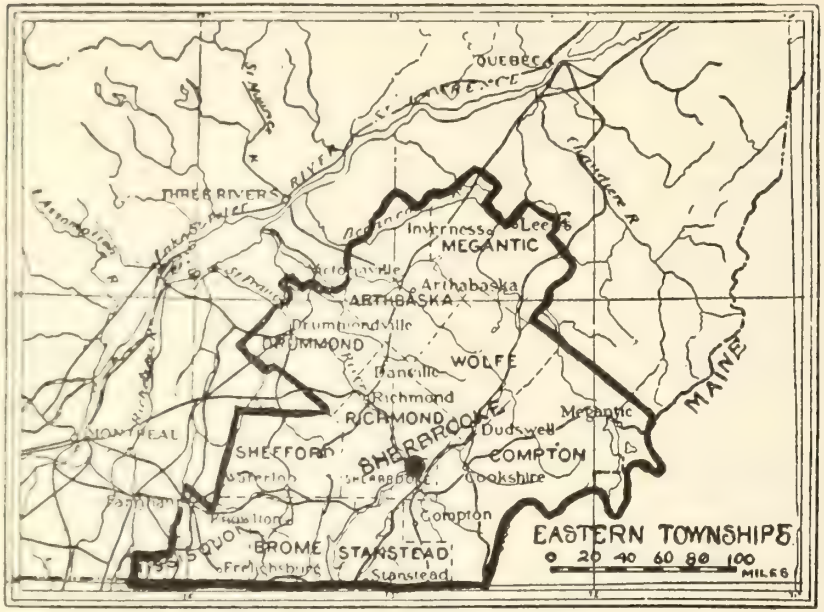
Avenir du Nord. (French). Weekly. Publisher, Jules Edouard Prévost, M.P. Est. 1897. Friday. Liberal. Subscription, $2.00 a year. 4 pages, 6 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 . . 2,000
100"—$15.00. 400"—$60.00. 1,000"—$100.00.

ST. JOHNS, pop. 7,734. 23 miles southeast of Montreal, on the west bank of the Richelieu River. Southern terminus of the Chambly Canal. Railways—C.N., C.P., C.V., D. & H., Q.M. & S., Rutland. Banks—Com., Roy., Mtl., Hoch. Nearby Towns—Laprairie 14 miles, Chambly Canton 11 miles. Country adapted for farming and dairying. Industries—Canadian Potteries Co., Ltd.; Canada Grip Nut Co., Ltd.; Cluett Peabody & Co.; Dominion Blank Book Co., Ltd.; Dominion Corrugated Steel Pipe Co., Ltd.; Dominion Hair Felt Co., Ltd.; Dominion Sanitary Pottery Co.; Fredett, C.; Hart Battery Co., Ltd.; Kenworthy Bros. of Canada, Ltd.; L. & N. Co., Ltd.; Lomme, J. A. & Co., Ltd.; Mailloux, V. & Fils., Ltd.; Singer Mfg. Co.; Standard Clay Products, Ltd.; Stewart, Denault Co., Ltd.

Canada Français. (French). Weekly. Publishers, La Compagnie de Publication Le Canada Français, Ltée. Est. 1860. Thursday. Liberal. Subscription, $1.00 a year. 8 pages, 7 cols., 21½ inches.
100"—$25.00. 400"—$80.00. 1,000"—$150.00.

News and Eastern Townships Advocate. Weekly. Publishers, E. R. Smith Co., Ltd. Est. 1848. Thursday. Conservative. Subscription, $1.00 a year. 8 pages, 7 cols., 21½ inches. Circulation . . . . . 3M.

Eastern Townships, a Province within a "Province"



Map of the Eastern Townships of Quebec Showing the Territory covered by the SHERBROOKE NEWSPAPERS

The territory has many prosperous towns and villages, the more important of which are noted on the map.

Dairy production, $18,000,000 annually.

Maple sugar, 8,000,000 pounds.

Asbestos, 85 per cent. world's supply, $12,000,000 annually.

Lumber, annual production exceeds $10,000,000.

Manufactured products, estimated at $45,000,000.

75,000 H.P. available for present and future industries.

Sherbrooke City

the hub, growing industrial and commercial centre.

City has reached 25,000 mark in population and is rapidly expanding through the introduction of Canadian branches of American concerns.

ST. JOHNS—(Continued)

This circulation includes those of the following publications which are reprints of the same matter except title page with special local news and ads:—Bedford News, Knowlton News, Magog News, Huntingdon News, Lachute News.

100"—$28.00. 400"—$112.00. 1,000"—$280.00.

The News, of St. Johns, is not to be classed as a publication local to St. Johns, as in conjunction with its issues dated at Bedford, Knowlton, Magog, Huntingdon and Lachute, it covers the wealthy English-speaking colony of this portion of the Province of Quebec, where, since 1848, it has not ceased to be a strong political and social factor. Its well-written editorials and excellent local news have enabled The News series to more than hold its own against all outside competition, and general advertisers recognize its value by a generous use of its columns. Rates are reasonable and will be quoted on request. (Publisher's Statement.)

ST. JUSTIN, pop. 1,393. County—Maskinonge. 53 miles northeast of Montreal, on C.N.R. Bank—Hoch. Nearby Towns—St. Ursule 7 miles, St. Joachim 8 miles. Country adapted to dairying and mixed farming. Industries — two saw mills and two cheese factories.

Echo de St. Justin. (French.) Monthly. Publisher, W. H. Gagné. Est. 1921. 1st of month. Literary. Subscription, 50 cents a year. 16 to 20 pages, 4 cols., 12 by 2⅛ inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 3,080**

SHAWINIGAN FALLS, pop. 10,625. County—St. Maurice. 93 miles northeast of Montreal, on the St. Maurice River. Railroads—C. N., C. P. Banks — Com., Hoch., Roy. Nearby Towns—Three Rivers 21 miles, Charette 11 miles. Country adapted for farming and dairying. Natural Resources—lumber, pulpwood and water power. Industries—Belgo-Canadian Pulp & Paper Co., Ltd.; Jos. A. Bourassa, lumber; Canadian Carbide Co.; Canadian Electro-Products Co.; Ferron, Philias; Guilmette, A. E.; Victor Levasseur; Northern Aluminum Co.; Shawinigan Cotton Co., Ltd.; Shawinigan Lumber Co.; Shawinigan Water & Power Co.

Echo du St. Maurice. (French). Weekly. Publisher, Elz. Dallaire. Est. 1915. Thursday. Liberal. Subscription, $1.50 a year, 6 pages, 7 cols., 20½ inches.
Circulation . . . . . No report

Review. (French and English.) Semi-monthly. Pubbution. 6 pages, 6 cols., 22 inches. Circulation . . 3½M. 15th and 30th of month. Workmen's welfare. Free distribution. 6 pages, 6 cols., 22 inches. Circulation . 3½M.
One page, one time—$42.24.

SHAWVILLE, pop. 735. County—Pontiac. 143 miles west of Montreal. Railroad—C.P. Banks—Mtl., N.S. Nearby Towns—Bryson 10 miles, Radford 3 miles. Country adapted for mixed farming and dairying. Industries—woolen, grist, carding, saw and flour mills, brick, tile, carriage, pump, sash and door factories, marble works and creamery.

Equity. Weekly. Publisher, John A. Cowan.. Est. 1883. Thursday. Liberal-Conservative. Subscription, $1.00 a year. 8 pages, 6 cols., 19½ inches. Circulation . No report

SHERBROOKE, pop. 23,515. County—Sherbrooke. 101 miles east of Montreal, at the confluence of the St. Francis and Magog Rivers. Industrial and commercial centre of the Eastern Townships, and an important distributing point for eleven counties, with a population of over 250,000. Taxable real estate amounts to $19,091,574. Annual Exhibition held here first week of September. Railroads—C.P., C.N., Q.C., B. & M. Electric railway to Lennoxville, 3 miles. Banks — Com., Roy., Mtl., Hoch. Colleges, etc.—Sherbrooke Academy, St. Charles Seminary and Bishop's University. Country adapted for farming, dairying and lumbering. Natural Resources—asbestos, copper, lumber and fine water power. Industries—Ames, Alexander & Sons, Ltd.; Armstrong, G. T. & Sons, Ltd.; Beckwith Box Toe, Ltd.; Canadian Brake Shoe & Foundry Co., Ltd.; Canadian Connecticut Cotton Mills, Ltd.; Coderre & Fils, Ltd.; Cremerie de Sherbrooke, Ltd.; Denault Grain & Provision Co., Ltd.;

SHERBROOKE AND DISTRICT

TRADE OPPORTUNITIES

The Manufacturer and Distributor will appreciate something of the Trade Opportunities of Southern Quebec (the Eastern Townships) from the following figures:

Drug Stores	25
General Stores	175
Boot and Shoe Stores	211
Hardware Stores	34
Groceries	281
Agricultural Implements	100
Automobile Garages	125
Bakers	60
Manufacturing Concerns	200
Carriage Supplies	50
Confectionery	100
Dentists	25
Doctors	130
Electrical Supplies	70
Flour and Grain	115
Furniture	80
Men's Clothes	150

Write for analysis of Southern Quebec Market to

Sherbrooke Record Company Limited

SHERBROOKE—(Continued)

Dominion Metal Co., Ltd.; Dominion Lime Company; Eastern Townships Lumber Co., Ltd.; Fairbanks, E. & T. Co., Ltd.; Fletcher Pulp & Lumber Company; Hovey Brothers & Company; Howard, B. C. Co., Ltd.; Kayser, Julius & Co., Ltd.; McCrea, F. M.; MacKinnon Steel Co, Ltd.; Magog Woollen Mills, Ltd.; Nault, J. M., Ltd.; Newlon-Dakin Construction Co., Ltd.; Panther Rubber Mfg. Co.; Paton Mfg. Co. of Sherbrooke ;Pressure Proof Rings, Ltd.; Rowell, T. & Son; Sherbrooke Cigar Co.; Sherbrooke Machinery Co., Ltd.; Sherbrooke Pure Milk Co.; Silver Spring Brewery, Ltd.; Skinner, A. C.; Thompson & Company; Walley, N. N.; Webster, W. R. & Co., Ltd.; Weedon Mining Co., Ltd.; Whiting & Davis Co.; Cie. J. L. Mathieu, Ltée.

Record. Daily. Publishers, Sherbrooke Record Co. Est. 1897. Evening. Independent. Subscription, $3.00 a year. 8 to 16 pages, 7 cols., 21 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 9,530**
1,000 1.—$50.00. 5,000 1.—$200.00. 10,000 1.—$400.00.

More than sixty-five thousand people of English nationality in Sherbrooke and district depend exclusively upon the Sherbrooke Daily Record as their only home newspaper and the only paper giving them Sherbrooke and Southern Quebec news. The purchasing power of the strong English community in Quebec Province is not surpassed by any of equal size in Canada. A tested medium with a proven circulation. The Record is one of the original A.B.C. papers in Canada . (Publisher's Statement.)

Tribune. (French). Daily. Publishers, Tribune Publishing Co., Ltd. Est. 1910. Evening. Liberal. Subscription, $5.50 a year. 8 to 12 pages, 7 cols., 21 inches. **Total net paid circulation for 6 mos. ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . . 5,914**
1,000 1.—$50.00. 5,000 1.—$200.00. 10,000 1.—$350.00.

La Tribune, $5.50 a year, 8 to 12 pages, 7 col., 21 inches. Average sworn circulation for six months ending March 31st, 1924, 7,167. La Tribune covers the vast and prosperous territory called the Eastern

SHERBROOKE—(Continued)

Townships, and is the only French daily published in this part of the Province. It is a medium of real value for both local and foreign advertisers. 80% of the Eastern Townships citizens are of French extraction and the best way to reach such a progressive population is by using its recognized "home paper," La Tribune. (Publisher's Statement.)

Forum. (French.) Weekly. Publishers, l'Imprimerie Forum. Ltée. Est. 1914. Saturday. News and sporting. Subscription, 5 cents a copy. 8 pages, 6 cols., 19¾ by 21-16 inches. Circulation . . . . . See Note A.

Messager de St. Michel. (French). Weekly. Publisher, Abbé Gervais. Est. 1917. Sunday. Religious. Subscription, 50 cents a year. 4 pages, 5 cols., 16 inches. Average detailed circulation for year ending Dec. 31st, 1923 . 6,284

Progrès de l'Est. (French). Weekly. Publisher, L. A. Bélanger. Est. 1883. Friday. Liberal. Subscription, $1.50 a year. 4 pages, 7 cols., 22 inches. Circulation . 1 M.

SOREL, pop. 8,174. County—Richelieu. 55 miles northeast of Montreal, at the confluence of the Richelieu and St. Lawrence Rivers. Government dock yards. Railroad—Q.M. & S. Banks — Hoch., Mol. Nearby Towns — Berthier 4 miles, Yamaska 10 miles. Country adapted for farming and dairying. Industries—Beaucage, H.; Beauchemin & Fils, Ltd.; Gagne, J. B., Jr.; Labelle, C. & Co.; Paradis, C. O.; Popular Shirt Co.; Sheppard, Jas. & Sons; Sorel Mechanical Works; Sorel Light & Power Co.; Sincennes-Mc Naughton Lines.

Courrier de Sorel. (French.) Weekly. Publisher, J. A. Chenevert. Est. 1900. Friday. Liberal. Subscription, $1.00 a year. 4 pages, 6 cols., 19½ inches.
1,000 l.—$50.00. 5,000 l.—$150.00. 10,000 l.—$200.00.

Gazette. (French). Edition of Courrier for Berthier.

The Eastern Townships
AND
"LA TRIBUNE"

These two names are inseparable for any advertiser desiring to increase his sales in the Province of Quebec.

The Eastern Townships, with their large population, numerous industries and considerable wealth are a real gold mine for whoever knows what possibilities lie in this prosperous territory.

LA TRIBUNE, on the other hand, is the only French Daily published in the Eastern Townships and it practically reaches every French family worth while canvassing.

TRY IT AND BE CONVINCED

" LA TRIBUNE "

SHERBROOKE, Que.

Where the Sherbrooke Daily Record Circulates

Many Prosperous Towns

The Eastern Townships or Southern Quebec Territory contains many Prosperous Towns. Among these are:

Sherbrooke City	25,000	Lennoxville	1,300
Rock Island	1,500	Thetford Mines City	8,000
Coaticook	3,200	Black Lake	3,500
Magog	3,978	Inverness	1,000
North Hatley	500	Leeds Village	400
Ayer's Cliff	500	Victoriaville	3,000
Dixville	425	Knowlton	865
Cookshire	1,500	Sutton	1,000
Waterville	1,000	Bedford	1,600
Lake Megantic	3,000	Farnham	3,560
East Angus	2,500	Cowansville	1,200
Scottstown	1,200	Dunham	350
Richmond	3,500	Frelighsburg	350
Danville	1,200	Sweetsburg	325
Bromptonville	2,200	Stanbridge East	450
Windsor Mills	2,700	Granby City	7,000
Asbestos	2,200	Waterloo	2,200
D'Israeli	1,600		

And many other Villages and Rural Communities.

Sherbrooke City is The Hub

Sherbrooke Daily Record enters More than 10,000 Homes Daily

SOREL—(Continued)

News. Weekly. Publishers, Richelieu Printing Co. Est. 1879. Saturday. Legal. Subscription, 75 cents a year. 4 pages, 4 cols. For insertion of legal notices only.

Sorelois. (French). Weekly. Publishers, Richelieu Printing Co. Est. 1879. Friday. Conservative. Subscription, $1.50 a year. 4 pages, 7 cols., 21 inches. Circulation . 3 M.
1,000 l.—$50.00. 5,000 l.—$150.00. 10,000 l.—$200.00.

STANSTEAD, pop. 798. County—Stanstead. 82 miles southeast of Montreal. Railroad—B. & M. Bank—Com. Colleges, etc.—Stanstead College. Country adapted for mixed farming. Industries—two saw mills.

Stanstead College Magazine. Quarterly. Publishers, Stanstead College. Literary Society. Est. 1898. Collegiate. Subscription, $1.00 a year. 50 pages, 2 cols., 6 inches.

THETFORD MINES, pop. 7,886. County—Megantic. 53 miles south of Quebec. Railroad—Q.C. Banks—Com., Roy., Mtl., Hoch. Colleges, etc.—High School and Commercial College. Nearby Towns—Black Lake 4 miles, Robertsonville 6 miles. Country adapted for farming and mining. Natural Resources—asbestos and lumber. Industries—Asbestos Corporation of Canada, Ltd.; Asbestos Foundry Co., Inc.; Beaudoin, P.E.; Blais, Alphonse; Consolidated Asbestos, Ltd.; Demers, Joseph; La Cie. Electrique de Thetford Mines; Johnson's Company; Keasby & Mattison Company; Bennett-Martin Asbestos & Chrome Mines, Ltd.; La Cie. de Fonderie de Thetford, Limitée; St. Francis Water & Power Co.

Canadien. (French). Weekly. Publisher, Alfred Frenette. Est. 1915. Thursday. Independent. Subscription, $2.00 a year. 6 to 8 pages, 7 cols., 20 inches.
Circulation . . . . . 1½M.
100"—$21.00. 400"—$84.00. 1,000"—$210.00.

THETFORD MINES—(Continued)

Le Canadien is the only paper issued in Thetford Mines district where 10,000 operators are employed in the largest asbestos industries that produce 80% of the total production of the world. The population is thriving, wages are good and luxuries as well as necessities are being purchased in the well-equipped shops at Thetford Mines. Le Canadien is one of the best ways of reaching this field, and its rates are quite low in proportion to its circulation and influence. Shrewd advertisers should not overlook this field. Correspondence is invited. (Publisher's Statement.)

THREE RIVERS, pop. 22,367. County—St. Maurice. 89 miles east of Montreal, on the St. Lawrence River. Good harbor and ferry connection from St. Angele de Laval. Daily steamers to and from Montreal and Quebec. Railroads—C.P., C.N., St. M. V. Banks—Hoch., Roy., Mol., Mtl., Com., Prov. Colleges, etc. — High School, Academy and St. Joseph Seminary. Nearby Towns—Redmill 7 miles, Becancour 9 miles. Country adapted for mixed farming and dairying. Natural Resources—lumber, pulpwood and water power. Industries—Argall, Thos. H.; Balcer Glove Mfg. Co.; Bellefeuille & Bros.; Bourassa, Ed.; Burrill Lumber Co.; Compagnie de Blouses St. Maurice; W. H. Fontane; Fortin, J. L.; Godin, J. N.; International Paper Co., Ltd.; Lampron, J. D.; Laurentide Air Service; North Shore Power Co., Ltd.; Rivard, L.; St. Lawrence Paper Mills; St. Maurice Lumber Co.; St. Maurice Paper Co., Ltd.; Standard Spice Mills Co.; Stirling Short & Overall Company; Tebbutt Shoe & Leather Co., Ltd., The; Three Rivers Brass Foundry; Three Rivers Traction Co., Ltd.; Wabasso Cotton Co., Ltd.; Wayagamack Pulp & Paper Co., Ltd.

Le Nouvelliste. (French). Daily. Publishers, La Cie. de Publ. Le Nouvelliste, Ltée. Est. 1920. Evening. Independent. Subscription, $6.00 a year. 8 to 16 pages, 7 cols., 20 inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report . . 5,567**

Rate: 3 cents per line agate flat.

Bien Public. (French). Semi-weekly. Publishers, La Compagnie Le Bien Public, Ltée. Est. 1909. Tuesday and Thursday. Independent. Subscription, $2.00 a year. 8 to 16 pages, 7 cols., 21 inches. **Total net paid circulation for 12 months ending Dec. 31st, 1923, as per A.B.C. Auditor's Report 3,445**

Rate: 4 cents per line agate flat.

Le Bien Public has the largest circulation both in Three Rivers and the surrounding district. The population of Three Rivers is being constantly increased by the development of the pulp, paper and shipbuilding industries, as well as by the establishment of cotton mills, steel factories and other enterprises. The numerous waterways of the region facilitate transportation between the industries of Three Rivers and the vast forest reserves of the north of the Province of Quebec. The St. Lawrence makes it a sea port. The population of Three Rivers has doubled within 10 years, and in another 10 years should pass the 50,000 mark. A.B.C. Member. (Publisher's Statement.)

Flambeau. (French.) Weekly. Publishers, La Cie Le Flambeau, Enrg. Est. 1924. Tuesday. Liberal. Subscription, $2.00 a year. 6 to 16 pages, 7 cols., 20 inches. Circulation . . . . . See Note A.

100"—$28.00. 400"—$112.00. 1,000"—$280.00.

St. Maurice Valley Chronicle. Weekly. Publishers, The St. Maurice Valley Chronicle Co., Ltd. Est. 1918. Friday. Liberal. Subscription, $2.00 a year. 12 to 16 pages, 7 cols., 19½ inches. Circulation . . . . . 3½M.

100"—$28.00. 400"—$112.00. 1,000"—$280.00.

The St. Maurice Valley Chronicle is the only English newspaper in the cities of Three Rivers, Cape Madeleine, Shawinngan Falls and Grand'Mere, with a total English-speaking population of slightly over 6,000. The industries of these four cities employ eight thousand hands, and pay yearly in wages and salaries over twelve million dollars. The English-speaking population constitutes a powerful purchasing power, and cannot be reached through any other medium than the St. Maurice Valley Chronicle, which has made rapid strides during the past two years. The circulation has been built up solely on the merits of the paper, without a single circulation contest of any kind. No advertising campaign can be expected to completely cover this important industrial section of the province of Quebec without using the St. Maurice Valley Chronicle, which is also widely read by the better class of French-speaking residents. Your enquiries are invited. (Publisher's Statement.)

TROIS RIVIERES. See Three Rivers.

VALLEYFIELD, pop. 9,215. County—Beauharnois. 34 miles southwest of Montreal, at the head of the Beauharnois Canal. Railroads—C. N., N. Y. C. Banks — Hoch., Prov. Colleges, etc.—College de Valleyfield, Convent of the Sisters of Jesus and Mary, Normal School. Nearby Towns —Beauharnois 15 miles, Ormstown 11 miles. Country adapted for farming and dairying. Industries—Belanger Bros.; Canadian Bronze Powder, Ltd.; Laniel, T., aerated water; McDonald & Robb; Quenneville, I., gas engines; Montreal Cottons, Ltd.; Valleyfield Canning Company; Valleyfield Coated Paper Mills.

Progrès. (French). Weekly. Publisher, Nestor Wallot. Est. 1878. Thursday. Liberal. Subscription, $1.50 a year. 8 to 10 pages, 7 cols., 22 inches. Average circulation for year ending Dec. 31st, 1923 1,950
100"—$20.00.

Le Progrès de Valleyfield is the only paper published in the French language in the district of Beauharnois. Valleyfield is a prosperous manufacturing town and agricultural centre, situated at the head of the Beauharnois canal. Le Progrès is trusted by its readers, and is the family paper in more than 1,900 homes. It has been published for over 40 years and has continually enjoyed the confidence and good-will of its subscribers. Can the advertiser who wishes to sell his goods in Valleyfield and the surrounding district neglect to include Le Progrès on his list? (Publisher's Statement.)

VERDUN. Suburb of Montreal.

Echo. Weekly. Publisher, Roy Carmichael. Est. 1909. Friday. Local. Subscription, $1.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . No report

Free Press. Weekly. Publishers, Verdun Free Press Publ. Co. Est. 1917. Thursday. Free distribution. 4 pages, 7 cols., 21¾ inches. Circulation . . . 10M.
1,000 1.—$50.00. 5,000 1.—$225.00.

Messenger. (French and English). Weekly. Publisher, H. J. Duhamel. Est. 1919. Thursday. Independent. Free distribution. 10 pages, 7 cols., 24 inches.
Circulation . . . . . No report

Point St. Charles News. Weekly. Publishers, Verdun Messenger Pub. Co. Est. 1922. Friday. Independent. Free distribution. 4 to 6 pages, 7 cols., 21½ inches.

WATERLOO, pop. 2,063. County—Shefford. 61 miles east of Montreal, on Lake Waterloo. Summer resort. Railroads —C.P., C.N. Banks—Mol., Com., Hoch. Colleges, etc.—High School, Maplewood Convent and St. Bernardin de Waterloo College. Nearby Towns—Eastman 9 miles, Granby 12 miles. Country adapted for farming and dairying. Natural Resources—lumber. Industries—butter, cheese, carriage, door, sash, biscuit, chair, toy and iron casting factories, saw, grist, carding, and shingle mills, foundry, aerated water, iron and marble works, saddlery, tannery and electric power plant.

Journal. (French). Weekly. Publisher, J. Oscar Séguin. Est. 1882. Thursday. Liberal. Subscription, $1.00 a year. 8 pages, 5 cols., 18 inches. Circulation . . 1M.
1,000 1.—$17.50. 5,000 1.—$50.00. 10,000 1.—$100.00.

Le Journal de Waterloo is the only French paper published in the District of Bedford, for the counties of Shefford, Brome, Missisquoi and also Bagot, Stanstead. It is published by J. Oscar Séguin, president of the Waterloo Board of Trade, member of the Canadian Author's Association, Press and Political Clubs of the Province. Member of the C.W.N.A. Le Journal de Waterloo is the best medium in this part of the Eastern Townships, and is the principal organ of the agricultural class in the district. It has been published for over 40 years and has continually enjoyed the confidence and good-will of its subscribers. Can a good publicity campaign be made in Waterloo and its surrounding villages and towns without using Le Journal de Waterloo? (Publisher's Statement.)

WESTMOUNT, pop. 17,593. Residential suburb of Montreal.

News. Weekly. Publishers, Westmount News Co. Est. 1907. Friday. Independent. Subscription, $2.00 a year. 32 pages, 4 cols., 13 inches. Circulation . . . . 5 M.
1,000 1.—$70.00. 5,000 1.—$300.00. 10,000 1.—$500.00.

SASKATCHEWAN

Area—251,700 square miles, of which 8,318 are water.

Population—Census 1921	757,510
Urban population, Census 1921	218,958
Rural population, Census 1921	538,552

Principal Cities—

	Population Census 1921
Regina	34,432
Moose Jaw	19,285
Saskatoon	25,739
Prince Albert	7,558

Saskatchewan's greatest source of wealth lies in her millions of acres of fertile soil, but vast resources in coal, clays and chemicals are awaiting development on a large scale. It is estimated that there are fifty billion metric tons of coal in the Province. Four hundred thousand tons were mined in 1923. This Province has the largest commercial clay deposits of any province in Canada. This clay is suitable for the manufacture of stoneware, earthen cooking ware, sewer pipes. High-class pottery clays abound in the Province. Over half a million dollars has been invested in a refining and drying plant at Maskakee Lake for the manufacture of "salt cake" from one of the sodium sulphate deposits which have been proved out by the Dominion Bureau of Mines. These show an approximate yield of between seventeen and twenty million tons.

One of the significant developments in agriculture this year was the holding of the first provincial corn show held in Canada. There were more than five hundred entries of seed corn. The acreage annually planted to corn in Saskatchewan has increased from six thousand acres in 1918 to over sixty thousand acres in 1923. The fact that seed corn of high quality can be produced in Saskatchewan means much in the swing from "one-crop" farming to diversified or balanced farming.

Notwithstanding the injury to the wheat crop through rust in 1923, the total grain crop reached the high figure of about 500,000,000 bushels, valued at $210,000,000. Of this yield over 250,000,000 bushels were wheat.

It is expected that the total output of creamery butter for 1923 will exceed 10,000,000 lbs., as compared with 1,414,-491 ten years ago. The value of dairy products will be close to $20,000,000.

In addition to holding the premier position of producing more grain than any other province in the Dominion, the unique honour of having won the world's championship nine times in eleven years for the best grade of wheat is also held by Saskatchewan.

As an evidence that diversified farming is becoming more popular in Saskatchewan, the value of crops of potatoes, turnips, hay and clover, alfalfa, fodder corn, etc., were $9,909,000 for 1923, as against $8,525,000 in 1922, an increase in value of $1,384,000 or about 16 per cent.

Market prices for farm products are very near the prewar figures. Unfortunately for the farmer, however, everything he has to buy, including labour, farm machinery, and manufactured goods, are very much higher. Until there is a reasonable parity of values re-established between the things the farmer has to sell and those he has to purchase, the problem of diminishing returns will not be solved. No doubt the present readjustment in prices will soon remedy this.

A population of approximately three-quarters of a million people produced in Saskatchewan last year enough food to feed over thirty millions of people.

The timber resources of the Province are estimated at 8,000,000,000 feet board measure of lumber, chiefly white spruce. It is estimated that there are 72,000,000 cords of pulpwood.

Saskatchewan has more automobiles per capita than any country in the world except the United States, and has the same number per capita as that country. Saskatchewan has more telephones per capita than any other country in the world except Sweden. There are nearly one hundred million acres of arable land in Saskatchewan, of which less than one-third is as yet under cultivation.

The bank clearings of Saskatchewan for the year 1923 were $361,175,007 as against $354,766,448 in 1922, an increase of over $6,400,000.

ABERDEEN, pop. 196. District—Saskatoon. 23 miles northeast of Saskatoon. Railroad—C.N. Bank—Com. Nearby Towns—Vonda 10 miles, Clarkboro 6 miles. Country adapted for wheat growing and mixed farming. Industries—elevator and lumber yard.

Times. Weekly. Publisher, W. H. Cross. Est. 1916. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . No report

ALAMEDA, pop. 208. District—Assiniboia. 130 miles southeast of Regina. Railroad—C.P. Bank—Roy. Nearby Towns—Oxbrow 7 miles, Steelman 15 miles. Country adapted for wheat growing, oats and barley. Industries—chopping mill, machine shop, lumber yards and four elevators.

Dispatch. Weekly. Publisher, S. J. Dornan. Est. 1901. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ¾ M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

ALLAN, pop. 197. District—Humboldt. 118 miles northwest of Regina. Railroad—C.N. Bank—Roy. Nearby Towns—Bradwell 10 miles, Zelma 12 miles. Country adapted for mixed farming. Natural Resources—lumber.

Journal. Weekly. Publishers, Journal Publ. Co. Est. 1909. Friday. Independent. Subscription, $2.00 a year. 4 pages, 6 cols., 18 inches. Circulation . . No report

ALSASK, pop. 360. District—Kindersley. 238 miles northwest of Regina, near the Alberta boundary line. Railroad—C.N. Bank—Union. Nearby Towns—Marengo 12 miles, Sibbald 7 miles. Country adapted for mixed farming. Industries—five grain elevators and lumber yards.

News. Weekly. Publisher, L. C. A. Pickett. Est. 1911. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ½M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

ANEROID, pop. 221. District—Swift Current. 105 miles southwest of Moose Jaw. Railroad—C.P. Bank—Roy. Nearby Towns—Ponteix 9 miles, Cadillac 22 miles. Country adapted for farming and ranching. Industries—several lumber yards and repair shop.

Magnet. Weekly. Publisher, T. D. Manning. Est. 1914. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . No report

ARCOLA, pop. 605. District—Assiniboia. 110 miles southeast of Regina. Railroad—C.P. Banks—Mtl., Union. Nearby Towns—Armilla 5 miles, Fremantle 8 miles. Country adapted for wheat growing and farming. Industries—lumber yard and flour mill.

Moose Mountain Star. Weekly. Publisher, S. G. Soper. Est. 1901. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19 inches. Circulation. No report

ARRAN, pop. 142. District—Mackenzie. 215 miles northeast of Regina, near Manitoba boundary. Railroad—C.N. Nearby Towns—Pelly 10 miles, Benito 7 miles. Country adapted for lumbering and mixed farming.

Arrow. Weekly. Publisher, R. J. Copin. Est. 1922. Saturday. Independent. Subscription, $1.50 a year. 6 pages, 3 cols., 11 inches. Circulation . . No report

ASQUITH, pop. 311. District—Saskatoon. 27 miles west of Saskatoon. Railroads—C.P., C.N. Bank—Union. Nearby Towns—Ryhl 6 miles, Dumferline 7 miles. Country adapted for wheat growing and mixed farming. Industries—flour mill, two elevators and lumber yard.

Record. Weekly. Publishers, H. D. Gay & C. J. Allbon. Est. 1910. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . ½ M.
100"—$24.00. 400"—$80.00. 1,000"—$200.00.

ASSINIBOIA, pop. 1,006. District—Moose Jaw. 98 miles southwest of Regina. Railroad—C.P. Banks—Tor., Union, Weyburn Security. Nearby Towns—Limerick 10 miles, Willows 9 miles. Country adapted for mixed farming and stock raising. Industries—six grain elevators with a capacity of 240,000 bushels, machine shop, planing mill and four lumber yards.

Times. Weekly. Publisher, W. W. Stewart. Est. 1912. Thursday. Independent. Subscription, $1.50 a year. 8 to 12 pages, 7 cols., 20 inches. Circulation . . . . . 1M.
100"—$28.00. 400"—$112.00. 1,000"—$210.00.

AVONLEA, pop. 310. District—Moose Jaw. 48 miles southwest of Regina. Railroad—C.N. Bank—N.S. Nearby Towns—Moose Jaw 45 miles, Rouleau 24 miles. Country adapted for mixed farming. Industries—saw mill, lumber yards and elevator.

Advocate. Weekly. Publisher, Sydney H. Cliffe. Est. 1911. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . No report

BALCARRES, pop. 416. District—Saltcoats. 52 miles northeast of Regina. Railroads—C. P. and C. N. Bank—Roy. Nearby Towns—Abernethy 7 miles, Lemberg 16 miles. Country adapted for wheat growing and general farming. Industries—lumber yard and five elevators.

Free Lance. Weekly. Publisher, Frank Van Male. Est. 1916. Thursday. Conservative. Subscription, $1.25 a year. 8 pages, 6 cols., 20 inches. Circulation . . ¾ M.

BATTLEFORD, pop. 1,229. District—Battleford. 221 miles northeast of Regina, at confluence of Battle and Saskatchewan Rivers. Headquarters for "C" division, R.C.M.P. Provincial Asylum for Insane. Railroad — C. N. Bank—Mtl. Schools — Catholic Boarding School, Academy and High School, Presbyterian School, Office of Dominion Lands & Indian Agency. Nearby Towns—North Battleford 3 miles, Highgate 11 miles. Country adapted for mixed farming and grain raising. Industries—flour mills, lumber yards, machine shop and creamery.

Herald. Weekly. Publishers, R. C. Laurie. Est. 1878. Saturday. Conservative. Subscription, $1.50 a year. 8 pages, 5 cols., 17½ inches. Circulation . . . . . ½ M.
100"—$20.00. 400"—$80.00.

Press. Weekly. Publishers, Smith & Finch. Est. 1906. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . ½M.

BENGOUGH, pop. 157. District—Moose Jaw. 75 miles south of Regina. Railroad—C.N. Bank—Weyburn Security. Nearby Towns—Richie 9 miles, Viceroy 12 miles. Country adapted for mixed farming, coal mining and ranching. Industries—lumber yards and grain elevators.

Times. Weekly. Publisher, Wm. Stephens. Est. 1919. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 16 inches. Average circulation for year ending Dec. 31st, 1923 225

BIGGAR, pop. 1,535. District—Saskatoon. 179 miles northwest of Regina. Railroads—C.P., C.N. Banks—Com., Roy. Nearby Towns—Mead 11 miles, Palo 16 miles. Country adapted for wheat growing and ranching. Natural Resources—brick clay, sand and gravel. Industries—three lumber yards, four elevators, harness shop and electric light and power plant.

Independent. Weekly. Publisher, H. C. Skinner. Est. 1911. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. Circulation . . No report

BIRCH HILLS, pop. 312. District—Prince Albert. 175 miles north of Regina. Railroad—C.N. Bank—Com. Nearby Towns—Weldon 12 miles, Kinistino 20 miles. Country adapted for mixed farming. Industries—lumber yards, elevator, creamery and flour mill.

Gazette. Weekly. Publisher, C. Harry Ash. Est. 1914. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches.

BORDEN, pop. 160. District—North Battleford. 30 miles northwest of Saskatoon, on the Saskatchewan River. Railroad—C.N. Bank—Roy. Nearby Towns—Radisson 10 miles, Ceepee 7 miles. Country adapted for wheat growing and mixed farming. Industries—elevators.

News. Weekly. Publisher, Geo. E. Neilson. Est. 1918. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches.
Printed in Radisson, Sask.

BREDENBURY, pop. 290. District—Saltcoats. 120 miles northeast of Regina. Railroad—C.P. Bank—Tor. Nearby Towns—Watters 6 miles, Saltcoats 9 miles. Country adapted for mixed farming. Industries—lumber yards.

Sun. Weekly. Publishers, Cockburn & Son. Est. 1916. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ¼ M.
Printed at Binscarth, Man.
100"—$18.00. 400"—$72.00.

BROADVIEW, pop. 839. District—Qu'Appelle. 89 miles east of Regina. Railroad—C.P., divisional point. Bank—Imp. Nearby Towns—Whitewood 14 miles, Grenfell 15 miles. Country adapted for mixed farming. Industries—elevators, brick plant and two lumber yards.

Express. Weekly. Publisher, A. T. White. Est. 1905. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches.

BROCK, pop. 136. District—Kindersley. 189 miles northwest of Regina. Railroad—C.N. Bank—Roy. Nearby Towns—Fiske 16 miles, Netherill 10 miles. Country adapted for farming. Industries—elevators and lumber yards.

News. Weekly. Publisher, Hugh Fennell. Est. 1910. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Circulation . . . . . ¼M.
100"—$20.00. 400"—$60.00. 1,000"—$125.00.

BROWNLEE, pop. 165. District—Swift Current. 63 miles northwest of Regina. Railroad—C.P. Bank—Com. Nearby Towns—Eyebrow 7 miles, Moose Jaw 40 miles. Country adapted for wheat growing and general farming. Industries—lumber yards.

Sun. Weekly. Publishers, E. G. Couling & E. M. Webb-Brown. Est. 1920. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 18 inches.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

BRUNO, pop. 311. District—Humboldt. 132 miles north northwest of Regina. Railroad—C.N. Bank—Union. Nearby Towns—Dana 12 miles, Humboldt 19 miles. Country adapted for wheat growing and dairying. Natural Resources—clay, sodium sulphate and sand. Industries—brick work and lumber yard.

BRUNO—(Continued)

Leader. Semi-weekly. Publishers, Heinz & Pletschet. Est. 1920. Wednesday and Saturday. Independent. Subscription, $2.00 a year. 4 to 8 pages, 6 cols., 20 inches. Circulation . . . . . ½M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

BULYEA, pop. 98. District—Last Mountain. 35 miles north northwest of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Strassburg 12 miles, Earl Grey 10 miles. Country adapted for mixed farming.

Dispatch. Weekly. Publisher, E. R. Powell. Est. 1922. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . No report
Publisher in Earl Grey by Review.

CABRI, pop. 532. District—Maple Creek. 165 miles west of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Pennant 12 miles, Shackleton 9 miles. Country adapted for farming. Industries—lumber yards, saw mill and elevator.

Clarion. Weekly. Publishers, Ross & Pennie. Est. 1913. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 19¾ inches. Circulation . No report

CANORA, pop. 1,230. District—Mackenzie. 124 miles northwest of Regina. Railroad — C. N. Banks — Com., Union. Colleges, etc.—Intermediate School. Nearby Towns—Buchanan 15 miles, Mikado 8 miles. Country adapted for grain growing and mixed farming. Industries—flour mill, power plant, lumber yards, creamery and six elevators with with a capacity of 200,000 bushels.

Advertiser. Weekly. Publisher, Geo. A. Blakely. Est. 1908. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Circulation . . . . ¾ M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

CANWOOD, pop. 158. District—North Battleford. On Prince Albert-Big River branch of C.N.R. 185 miles north of Regina. Nearby Town—Shellbrook 8 miles. Country adapted for farming, dairying and lumbering.

Canwood Times. Weekly. Publisher, E. G. Pickup. Est. 1923. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . ¼M.

CARIEVALE, pop. 175. District—Assiniboia. 170 miles southeast of Regina. Railroad—C.P. Bank—Com. Nearby Towns—Carnduff 7 miles, Gainsboro 7 miles. Country adapted for wheat growing and mixed farming.

News. Weekly. See the Carnduff Gazette, of which it forms part.

CARLYLE, pop. 394. District—Assiniboia. 119 miles southeast of Regina. Railroad—C.P. Bank—Union. Colleges, etc.—High School. Nearby Towns—Arcola 11 miles, Manor 9 miles. Country adapted for wheat growing and stock raising. Industries—five grain elevators, woodworking factory and creamery.

Herald. Weekly. Publisher, W. R. Peddle. Est. 1903. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 21¾ inches. Circulation . . . ½M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

CARNDUFF, pop. 494. District—Assiniboia. 151 miles southeast of Regina, 12 miles north of international boundary. Railroad—C.P. Bank—Mtl. Colleges, etc.—High School. Nearby Towns—Carievale 8 miles, Glen Ewen 10 miles, Oxbow 18 miles. Country adapted for wheat growing and mixed farming. Natural Resources—coal. Industries—sash and door factory, creamery and grain elevators.

CARNDUFF—(Continued)

Gazette-Post-News. Weekly. Publisher, G. E. Burt-Gerrans. Est. 1899. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation. ¾M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

CEYLON, pop. 141. District—Weyburn. 65 miles south of Regina, on Maryfield-Bengough branch of C.N.R. Bank—Mtl. Nearby Towns—Hardy 6 miles, Brooking 10 miles. Country adapted for mixed farming.

Journal. Weekly. Publisher, H. W. Smith. Est. 1922. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . ¼M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

CENTRAL BUTTE, pop. 221. District—Swift Current. 90 miles northwest of Regina. Railroad—C.N. Bank—Com. Colleges, etc.—High School. Nearby Towns—Tugaske 10 miles, Lawson 8 miles. Country adapted for mixed farming. Industries—lumber yards and elevator.

Beacon. Weekly. Publisher, O. W. Juckes. Est. 1917. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ½ M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

COLONSAY, pop. 183. District—Humboldt. 118 miles north northwest of Regina. Railroad—C.P. Bank—Toronto. Nearby Towns—Elstow 9 miles, Viscount 12 miles. Country adapted for mixed farming and grain growing. Industries—lumber yard and elevator.

Journal. Weekly. Publisher, J. H. Cumming. Est. 1921. Independent. Subscription, $2.00 a year. 6 cols., 20 inches. Circulation . . . . . No report
100"—$32.00. 400"—$112.00. 1,000"—$200.00.

CONQUEST, pop. 286. District—Kindersley. 50 miles south of Saskatoon. Railroads—C.N., C.P. Bank—Roy. Nearby Towns—Outlook 10 miles, Bounty 7 miles. Country adapted for grain growing and stock raising. Industries—machine shop, several lumber yards and three elevators.

Fertile Valley Enterprise. Weekly. Publisher, Henry A. Heddesheimer. Est. 1912. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 21¾ inches. Circulation . . . . . 1M.
100"—$25.00. 400"—$100.00. 1,000"—$200.00.

CRAIK, pop. 570. District—Last Mountain. 74 miles northwest of Regina. Railroad—C.N. Banks—Union, Roy. Nearby Towns—Davidson 22 miles, Foxbury 11 miles. Country adapted for general farming. Industries—four lumber yards, five elevators and flour mill.

News. Weekly. Publisher, Lee Bronson. Est. 1908. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Circulation . . . . . ½ M.

CREELMAN, pop. 194. District—Assiniboia. 73 miles southeast of Regina. Railroad—C.P. Bank—Weyburn Security. Nearby Towns—Fillmore 10 miles, Heward 13 miles. Country adapted for grain growing. Industries—lumber yard and two elevators.

Gazette. Weekly. Publisher, E. P. Hodgins. Est. 1908. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches.

CUDWORTH, pop. 331. District—Humboldt. 55 miles south of Prince Albert, on C.N.R. Bank—Com.

Leader. Weekly. No report.

CUPAR, pop. 384. District—Saltcoats. 50 miles northeast of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Dysart 7 miles, Southey 15 miles. Country adapted for mixed farming and wheat growing. Industries—seven elevators, flour mill and lumber yards.

CUPAR—(Continued)

Herald. Weekly. Publisher, Frederick Whiskin. Est. 1906. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report
100"—$18.00. 400"—$72.00. 1,000"—$180.00.

CUTKNIFE, pop. 158. District—Battleford. 245 miles northwest of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Battleford, 29 miles, Rockhaven 8 miles. Country adapted for mixed farming. Industries—feed mill, lumber yards, harness shop and three elevators.

Grinder. Weekly. Publisher, Robt. J. Campbell. Est. 1915. Friday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . No report
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

DAVIDSON, pop. 652. District—Last Mountain. 80 miles northwest of Regina. Railroad—C.N. Banks—Mtl., Roy. Colleges, etc.—High School. Nearby Towns—Girvin 9 miles, Bladworth 10 miles. Country adapted for wheat growing, mixed farming, stock raising. Industries—woodworking factory, two lumber yards and five elevators.

Leader. Weekly. Publisher, H. F. Garrett. Est. 1904. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31, 1923 600
100"—$25.00. 400"—$98.00. 1,000"—230.00.

DeLISLE, pop. 273. District—Saskatoon. 145 miles northwest of Regina. Railroad—C.N. Banks—Com., Roy. Nearby Towns—Birdview 9 miles, Asquith 18 miles. Colleges, etc.—High School. Grain growing centre on the Goose Lake Line. Industries—lumber yards and six grain elevators.

Advocate. Weekly. Publisher, T. Gardner. Est. 1908. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches.

DINSMORE, pop. 171. District—Kindersley. 118 miles northwest of Regina. Railroad—C.N. Bank—Union. Country adapted for mixed farming.

Enterprise. Weekly. Publisher, L. B. Henn. Est. 1919. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 18 inches. Circulation . . . . . 1M.
100"—$30.00. 400"—$100.00. 1,000"—$250.00.

DODSLAND, pop. 185. District—Kindersley. 99 miles west of Saskatoon, on C.N. Bank—Roy. Nearby Towns—Druid 1 mile, Millerdale 7 miles. Country adapted for farming and ranching.

Prairie Times. Weekly. Publisher, Prairie Times Publishing Co. Est. 1917. Thursday. Independent. Subscription, $2.00 a year. 4 to 8 pages, 6 cols., 20 inches. Circulation . . . . . ¾M.
100"—$28.00. 400"—$112.00. 1,000"—$280.00.

DUNDURN, pop. 197. District—Humboldt. 122 miles northwest of Regina. Railroad—C. N. Bank — Roy. Nearby Towns—Hanley 12 miles, Grasswood 18 miles. Country adapted for farming. Industries—lumber yard, machine shop and several grain elevators.

Enterprise. Weekly. Publisher, J. A. Clarke. Est. 1908. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ¼ M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

EASTEND, pop. 427. District—Maple Creek. 193 miles southwest of Regina. Railroad—C.P. Banks—Mtl., Union. Nearby Towns—South Fork 6 miles, Dollar 13 miles. Country adapted for mixed farming and coal mining. Natural Resources—coal and pottery clay. Industries—lumber yards, elevators, harness shop and saw mill.

EASTEND—(Continued)

Enterprise. Weekly. Publisher, G. A. Beane. Est. 1914. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches.

EATONIA, pop. 205. District—Kindersley. 200 miles southwest of Saskatoon. Railroad — C. N. Bank — Union. Country adapted for mixed farming and stock raising.

Enterprise. Weekly. Publisher, Jos. A. Tepe. Est. 1919. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches.

ELBOW, pop. 286. District—Last Mountain. 61 miles northwest of Moose Jaw, on the South Saskatchewan River. Railroad—C.P. Bank—Com. Nearby Town—Loreburn 9 miles. Country adapted for wheat growing, cattle raising and dairying. Industries—stock yard, chopping mill and four grain elevators.

Graphic. Weekly. Publisher, H. Tilston-Jones. Est. 1910. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 17¾ inches. Circulation . . . ½ M.

ELROSE, pop. 217. District—Kindersley. 115 miles northwest of Regina. Railroad—C.N. Bank—Roy. Nearby Towns —Elbow 12 miles, Manna 11 miles. Country adapted for wheat growing and stock raising. Industries—several lumber yards.

Review. Weekly. Publisher, Ben Lester. Est. 1915. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 21¾ inches.

ESTERHAZY, pop. 420. District—Saltcoats. 112 miles east of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Stockholm 10 miles, Dubuc 19 miles. Country adapted for mixed farming. Industries—three elevators and flour mill.

Observer. Weekly. Publisher, Arthur Ford. Est. 1907. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches.

ESTEVAN, pop. 2,290. District—Assiniboia. 115 miles southeast of Regina. Railroad—C.P. Banks—Mtl., Com., Union. Colleges, etc.—High School, Normal School. Nearby Towns—Bienfait 10 miles, Macoun 18 miles. Country adapted for mixed farming. Natural Resources—coal and brick clay. Industries—aerated water works, three brick plants, flour mill, sash and door factory, creamery, lumber yards, six elevators, machine shop, nurseries and lignite coal mines.

Mercury. Weekly. Publisher, D. C. Dunbar. Est. 1903. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches.

Progress and Bienfait Bulletin. Weekly. Publisher, H. T. Halliwell. Est. 1910. Thursday. Independent. Subscription, $1.50 a year. 8 to 12 pages, 7 cols., 22 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 1,259**

100"—$35.00. 400"—$120.00. 1,000"—$250.00.

The Progress circulates in the rural municipalities of Estevan, Coalfields, Benson, Souris Valley and Cambria. The towns and villages it goes into where no newspapers are published are Bienfait, Roche, Percee, Hitchcock, North Portal, Bromhead, Tribune. Estevan is the centre of the only rich coal-bearing area of Saskatchewan. On expert estimation there are 9,000,000,000 tons of lignite coal in the immediate vicinity.. The Progress endeavours to give the best possible service to advertisers. (Publisher's Statement.)

ESTON, pop. 318. District—Kindersley. 100 miles southwest of Saskatoon. Railroad—C.N. Bank—Stan. Nearby Town—Brock 24 miles. Country adapted for mixed farming. Industries—two lumber yards and elevator.

Press. Weekly. Publisher, H. J. Garner. Est. 1917. Thursday. Independent. Subscription, $1.50 a year. 8 to 12 pages, 6 cols., 19½ inches.

EYEBROW, pop. 246. District—Swift Current. 72 miles northwest of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Brownlee 7 miles, Tugaske 9 miles. Country adapted for wheat growing. Industries—several elevators and lumber yards.

Herald. Weekly. Publisher, E. Wright. Est. 1909. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches.

FIELDING, pop. 105. District—North Battleford. 43 miles northwest of Saskatoon. Railroad—C.N. Bank—Imp. Nearby Towns—Radisson 11 miles, Maymont 10 miles. Country adapted for mixed farming and wheat growing. Industries—lumber yard and elevators.

News. Weekly. Publisher, Geo. E. Neilson. Est. 1918. Tuesday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . . ½ M.
Printed in Radisson, Sask.

FILLMORE, pop. 244. District—Weyburn. 66 miles southeast of Regina, on main line of C.P.R.. Bank—Union. Nearby Towns—Creelman 6 miles, Osage 9 miles. Country adapted to mixed farming and grain growing. Industries—two lumber yards and grain elevator.

Municipal Review. Weekly. Publisher, J. S. Phillips. Est. 1923. Thursday. Independent. Subscription, $2.00 a year. 4 pages. Circulation . . . . . ½M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

FLEMING, pop. 263. District—Qu'Appelle. 138 miles east of Regina. Railroad—C.P. Bank—Roy. Nearby Towns—Kirkella 7 miles, New Hastings 16 miles. Country adapted for mixed farming. Industries—lumber yards.

Review. Weekly. See Moosomin World-Spectator, of which it forms part.

FOAM LAKE, pop. 451. District—Last Mountain, 93 miles northeast of Regina. Railroad — C. P. Bank — Roy. Nearby Towns—Sheho 19 miles, Leslie 9 miles. Country adapted for grain growing, mixed farming and cattle raising. Industries—lumber yard, elevators and flour mills.

Western Review. Weekly. Publisher, Ernest Johnson. Est. 1919. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . . . 384**
100"—$20.00. 400"—$60.00. 1,000"—$120.00.

FORT QU'APPELLE, pop. 495. District—Qu'Appelle. 46 miles northeast of Regina. Railroad—C.N. Banks—Imp., McDonald & Co. Nearby Towns—Balcarres 6 miles, Sintaluta 28 miles. Country adapted for grain growing. Industries—elevator, machine shop, lumber yards and power plant.

Gazette. Weekly See Sintaluta Times, of which it forms part.

GAINSBOROUGH, pop. 229. District—Assiniboia. 164 miles southeast of Regina. Railroad—C.P. Bank—Mtl. Colleges, etc.—High School. Nearby Towns—Carnduff 13 miles, Carievale 8 miles. Country adapted for grain growing and mixed farming. Industries—grist mill and lumber yards.

Post and Carievale News. Weekly. See Carnduff Gazette, of which it forms part.

GOVAN, pop. 495. District—Last Mountain. 61 miles north of Regina. Railroad—C.P. Banks—Roy., Union. Nearby Towns—Duval 11 miles, Hatfield 8 miles. Country adapted for wheat growing. Industries—two lumber yards, machine shop, and several grain elevators.

Prairie News. Weekly. Publisher, L. B. Latta. Est. 1907. Wednesday. Independent. Subscription, $2.00 a year.

GOVAN—(Continued)

4 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 600
100"—$27.00. 400"—$90.00.

Western Woman and Rural Home. Monthly. Publishers, West. Woman and Rural Home. Est. 1923. Home and Women's Clubs. Subscription, $1.00 a year. 3 cols., 9¾ by 2⅛ inches. Circulation . . . . . 1½M.
Rate: 7 cents per line agate flat.

GRAVELBOURG, pop. 1,106. District—Swift Current. 93 miles southeast of Regina. Railroad—C.N. Banks—Hoch., Tor., Union. Colleges, etc.—Catholic Convent and College. Nearby Towns—Palmer 10 miles, Lafleche 11 miles. Country adapted for mixed farming and grain growing. Industries—lumber yards, eight grain elevators and machine shop.

Etoile de Gravelbourg. (English and French.) Weekly. Publisher, L. A. Coulombe. Est. 1922. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . No report

GRENFELL, pop. 765. District—Qu'Appelle. 72 miles east of Regina. Railroad—C.P. Banks—Dom., Mtl. Nearby Towns—Broadview 16 miles, Wolseley 16 miles. Country adapted for farming. Industries—flour mill and two elevators.

Sun. Weekly. Publisher, T. E. Scriver. Est. 1893. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 6 cols., 20 inches. Circulation . . . . . ½M.
100"—$27.00. 400"—$100.00. 1,000"—$250.00.

GRIFFIN, pop. 146. District—Weyburn. 73 miles southeast of Regina. Railroad—at junction C.P. and C.N. Bank—Weyburn Security. Nearby Towns—Weyburn 18 miles, Stoughton 20 miles. Country adapted for mixed farming.

Gazette. Weekly. Publishers, Gazette Printing Co. Est. 1914. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 5 cols., 16 inches.

GUERNSEY, pop. 122. District—Humboldt. 85 miles north of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Plunkett 9 miles, Lanigan 7 miles. Country adapted for grain growing and mixed farming. Industries—lumber yards, elevator and prosperous creamery.

Standard and Lanigan Ledger. Weekly. Publisher, F. C. Bray. Est. 1909. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 17½ inches. Average circulation for year ending Dec. 31st, 1923 750
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

GULL LAKE, pop. 788. District—Maple Creek. 170 miles west of Regina. Railroad—C.P. Banks—Union, Mtl. Nearby Towns—Webb 18 miles, Carmichael 9 miles. Country adapted for grain growing and general farming. Industries—elevators, machine shop, sash and door factory, saw and planing mills and lumber yards.

Advance. Weekly. Publisher, Harold Gamble. Est. 1909. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches.

HAFFORD, pop. 183. District—North Battleford. 45 miles east of North Battleford. Railroad—C.N. Bank—Com. Country adapted for mixed farming. Industries—lumber yards, electric light plant and elevator.

News. Weekly. Publisher, Geo. E. Neilson. Est. 1918. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . ½ M.
Published at Radisson, Sask.

HANLEY, pop. 312. District—Humboldt. 112 miles northwest of Regina. Railroad—C.N. Banks—Roy., Ster. Nearby Towns—Dundurn 12 miles, Hawarden 18 miles. Country adapted for farming and stock raising. Industries—lumber yards and five elevators with a capacity of 150,000 bushels.

Herald. Weekly. Publisher, James D. Taylor. Est. 1904. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches.

HARRIS, pop. 258. District—Kindersley. 154 miles northwest of Regina. Railroad—C.N. Bank—Roy. Nearby Towns—Tessier 9 miles, Glenhurst 12 miles. Country adapted for mixed farming. Industries—lumber yards, elevator, chop and flour mills.

Goose Lake Herald. Weekly. Publisher, Oswald S. Sugden. Est. 1913. Thursday. Independent. Subscription, $1.50 a year. 8 to 12 pages, 5 cols., 17 inches. Circulation . . . . . ½ M.

HAWARDEN, pop. 237. District—Last Mountain. 98 miles northwest of Moose Jaw. Railroad—C.P. Bank—Com. Nearby Towns—Hanley 18 miles, Outlook 20 miles. Country adapted for mixed farming and stock raising. Industries—stock yards and six grain elevators.

Pioneer. Weekly. Publisher, W. X. Jones. Est. 1911. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches.

HERBERT, pop. 827. District—Swift Current. 112 miles west of Regina. Railroad—C.P. Bank—Com. Nearby Towns—Morse 9 miles, Rush Lake 9 miles. Center of large mixed farming and grain growing district. Industries—flour mill, three lumber yards, seven elevators with a capacity of 150,000 bushels.

Herald. Weekly. Publisher, A. J. Heide. Est. 1911. Thursday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 6 cols., 19¾ inches. Circulation . . . . ¾M.
100"—$35.00. 400"—$120.00. 1,000"—$250.00.

HUMBOLDT, pop. 1,822. District—Humboldt. 121 miles north of Regina. Railroad—C.N. Banks—Com, Union, Mtl. Judicial centre. Nearby Towns—Muenster 6 miles, Bruno 18 miles. Natural Resources—clay, sand and gravel. Country adapted for wheat growing and dairying. Industries—grist, flour and planing mills, machine shop, creamery and five elevators.

Journal. Weekly. Publishers, Telfer Bros. Est. 1905. Thursday. Independent-Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . . . . 1 M.
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

IMPERIAL, pop. 305. District—Last Mountain. 70 miles northwest of Regina. Railroad—C.P. Bank—Roy. Nearby Towns—Stalwart 7 miles, Simpson 10 miles. Country adapted for grain growing and mixed farming. Industries—three lumber yards, two machine shops and five elevators.

Review. Weekly. Publisher, Charles Smart. Est. 1911. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ½ M.
100"—$21.00. 400"—$84.00. 1,000"—$210.00.

INDIAN HEAD, pop. 1,439. District—Qu'Appelle. 42 miles east of Regina. Summer resort. Railroad—C.P. Banks—Mtl., Union. Colleges, etc.—Collegiate and Public Schools. Nearby Towns—Qu'Appelle 9 miles, Sintaluta 12 miles. Country adapted for wheat growing and mixed farming. Industries—two lumber yards, chopping mills, machine works and five elevators. Dominion Experimental Farm and Forestry Station.

INDIAN HEAD—(Continued)

News. Weekly. Publisher, H. C. Lebourveau. Est. 1882. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 21¾ inches. Average circulation for year ending Dec. 31st, 1923 900
100"—$30.00. 400"—$100.00. 1,000"—$200.00.

KAMSACK, pop. 2,002. District—Mackenzie. 138 miles northeast of Regina, on the Assiniboine River. Railroad—C.N. Banks—Com., Mtl. Nearby Towns—Mikado 16 miles, Vegreville 10 miles. Natural Resources—unlimited brick clay one mile from town, also sand and gravel. Industries—six elevators, stock yards and brick works.

Times. Weekly. Publishers, Kamsack Publishing Co. Est. 1908. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . ¾M.

KELLIHER, pop. 320. District—Last Mountain. 65 miles northeast of Regina. Railroad—C.N. Bank—Mtl. Nearby Towns—Leross 7 miles, Jasmin 6 miles. Country adapted for mixed farming.

Star. Weekly. Publisher, I. P. Frawley. Est. 1920. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 22 inches. Circulation . . . . . ½M.
100"—$35.00. 400"—$120.00. 1,000"—$220.00.

KELVINGTON, pop. 200. District—Humboldt. 120 miles northeast of Regina, on Preeceville-Kelvington branch C.N.R. Banks—Com., Ster. Nearby Towns—Nut Mountain 7 miles, Orpington 9 miles. Country adapted for lumber and farming.

Radio. Weekly. Publisher, Bogi Bjarnson. Est. 1922. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. Circulation . . . . . ¼M.
100"—$20.00. 400"—$70.00. 1,000"—$150.00.

KERROBERT, pop. 788. District—Kindersley. 260 miles northwest of Regina. Divisional point on C.P.R. Banks—Com., Union. Colleges, etc.—Combined Public and High School. Judicial centre. Nearby Towns—Luseland 15 miles, Ermine 7 miles. Country adapted for farming and ranching. Industries—several lumber yards, machine shop, four grain elevators, government creamery and cement block plant.

Citizen. Weekly. Publishers, D. J. Hartley. Est. 1910. Thursday. Independent. Subscription, $2.00 a year. 10 to 16 pages, 7 cols., 22 inches. Circulation . . . . 1½M.
100"—$30.00. 400"—$100.00. 1,000"—$200.00.

KINCAID, pop. 226. District—Maple Creek. 120 miles southwest of Regina. Railroad—C. P. Bank—Com. Two schools. Nearby Towns—Aneroid 12 miles, Meyronne 8 miles. Country adapted for grain growing and ranching. Industries—lumber yards, elevators and flour mill.

Star. Weekly. Publisher, Murray Hall. Est. 1916. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 550
100"—$30.00. 400"—$120.00. 1,000"—$300.00.

KINDERSLEY, pop. 1,003. District—Kindersley. 206 miles northwest of Regina. Divisional point on C.N.R. Banks—Union, Com. Judicial centre. Colleges, etc.—Public and High Schools. Nearby Towns—Fairmount 9 miles, Beadle 7 miles. Country adapted for wheat and flax growing. Industries—three lumber yards and five elevators. Payroll on C.N.R., $20,000 per month.

Clarion. Weekly. Publishers, Ditson & Keays. Est. 1910. Thursday. Independent. Subscription, $2.00 a year. 6 to 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 850
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

KINDERSLEY—(Continued)

The Kindersley Clarion affords the best and most comprehensive means of reaching the people in the central portion of the Kindersley Federal constituency. The district covered by the Clarion is populated with an intelligent and prosperous people. Kindersley is the first divisional point and 126 miles south-west of Saskatoon on the Saskatoon-Calgary line of the Can. Nat. Rys. This is a splendid grain-growing and general farming country and is developing rapidly. The district now ranks among the most famous grain-producing sections of Western Canada. (Publisher's Statement.)

KINISTINO, pop. 382. District—Prince Albert. 170 miles north of Regina. Railroad—C. N. Banks—Mtl., N. S. Nearby Towns—Weldon 6 miles, Beatty 11 miles. Country adapted for mixed farming. Industries—grist and lumber mills and six grain elevators with a capacity of 270,000 bushels.

Representative. Weekly. Publisher, G. W. Smallwood. Est. 1910. Thursday. Independent. Subscription, $2.00 a year. 10 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 525
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

KIPLING, pop. 367. District—Qu'Appelle. 93 miles east of Regina, on main line of C.N.R. Bank—Tor. Nearby Towns—Dalzell 6 miles, Langbank 15 miles. Country adapted for grain growing and mixed farming.

Canadian Magyarsay. (Hungarian.) Weekly. Publisher, Nicolas de Istvanffy. Est. 1924. Tuesday. Hungarian interests. Subscription, $2.50 a year. 8 pages, 4 cols., 11½ inches. Circulation . . . . . See Note A.
100"—$55.00. 400"—$200.00. 1,000"—450.00.

LAFLECHE, pop. 356. District—Swift Current. 132 miles southwest of Regina. Railroad — C. P. Bank — Tor. Nearby Towns—Limerick 17 miles, Carrigan 18 miles. Country adapted for mixed farming and dairying. Industries—two lumber yards and six grain elevators.

Press. Weekly. Publisher, D. H. Boyd. Est. 1922. Thursday. Independent-Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 21½ inches. Circulation . . . . ¼M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

LAMPMAN, pop. 163. District—Assiniboia. 120 miles southeast of Regina. Railroad—C.N. Bank—Mtl. Nearby Town—Luxton 10 miles. Country adapted for mixed farming.

Chronicle. Weekly. Publisher, H. R. Way. Est. 1921. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20¼ inches.

LANDIS, pop. 145. District—Battleford. 80 miles west of Saskatoon. Railroad—C.N. Bank—Union. Nearby Towns—North Battleford 35 miles, Traynor 6 miles. Country adapted for stock raising and grain growing. Industries—lumber yards and machine shop.

Record. Weekly. Publisher, A. M. Bock. Est. 1916. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 17½ inches. Circulation . . . . . ½ M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

LANGHAM, pop. 430. District — Saskatoon. 164 miles north of Regina. Railroad—C. N. Bank—Roy. Nearby Towns—Warman 17 miles, Radisson 18 miles. Country adapted for wheat growing and mixed farming. Industries—four grain elevators.

News. Weekly. Publisher ,Wm. F. Rhymes. Est. 1912. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 375
100"—$23.00. 400"—$80.00. 1,000"—$200.00.

LANIGAN, pop. 426. District—Humboldt. 96 miles north of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Zenith 12 miles, Janson 14 miles. Country adapted for wheat growing and stock raising. Industries—lumber yard, three elevators and creamery.

LANIGAN—(Continued)

News. Weekly. . . . . No report

Ledger. Weekly. . . . . No report

LASHBURN, pop. 331. District—Battleford. 276 miles northwest of Regina. Railroad—C.N. Bank—Com. Nearby Towns—Maidstone 12 miles, Waseca 7 miles. Country adapted for wheat growing, mixed farming and ranching. Industries—chopping mill, four elevators, two lumber yards and electric power plant.

Comet. Weekly. Publisher, Herbert S. Vokins. Est. 1908. Thursday. Liberal. Subscription, $1.00 a year. 8 pages, 6 cols., 19¾ inches.

LAWSON, pop. 87. District—Swift Current. 50 miles northwest of Moose Jaw. Railroad—C.N. Bank—Union. Nearby Towns—Tugaske 18 miles, Riverhurst 11 miles. Country adapted for mixed farming. Industries—stock yards and four grain elevators.

Post. Weekly. Publisher, F. T. Hill. Est. 1916. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ¼ M.

LEADER, pop. 765. District—Maple Creek. 171 miles west of Moose Jaw. Railroad—C.P. Banks—Stan., Union. Nearby Towns—Westerham 7 miles, Prelate 8 miles. Country adapted for mixed farming. Industries—flour mill, lumber yeards and elevators.

Enterprise. Weekly. Publishers, Hankin & Sexton. Est. 1916. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . ½ M.

LEASK, pop. 176. District—North Battleford. 190 miles north of Regina, on Prince Albert-North Battleford branch C.N.R. Bank—Roy. Nearby Towns—Blaine Lake 14 miles, Shellbrook 22 miles. Country adapted for lumbering and mixed farming.

Echo. Weekly. Publisher, Herbert Berryman. Est. 1924. Friday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . See Note A. 100"—$25.00.

LEMBERG, pop. 472. District—Saltcoats. 63 miles northeast of Regina. Railroad — C. P. Bank — Union. Colleges, etc.—Public School, including High School Department. Nearby Towns—Abernethy 10 miles, Neudorf 10 miles. Country adapted for wheat growing, stock raising and dairying. Shipping centre for large grain growing district. Industries—elevators and machine shop.

Star. Weekly. Publisher, A. S. McDowell. Est. 1918. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 375
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

LIBERTY, pop. 161. District—Last Mountain. 59 miles northwest of Regina. Railroad—C.P. Bank—Roy. Nearby Towns—Imperial 14 miles, Stalwart 7 miles. Country adapted for farming and stock raising. Industries—lumber yard and four grain elevators.

Press. Weekly. Publisher, Lee Bronson. Est. 1912. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 20 inches. Circulation . . . . . ¼ M.

LLOYDMINSTER, pop. 1,200. District—Battleford, 297 miles northwest of Regina, on the Alberta boundary line. Railroad—C.N., main line. Banks—Com., Roy. Colleges, etc. —High School. Nearby Towns—Lashburn 25 miles, Marshall 15 miles. Country adapted for dairying and mixed farming. Industries—flour mills, five grain elevators, government creamery, electric power plant and several lumber yards.

LLOYDMINSTER—(Continued)

Times. Weekly. Publisher, J. G. Willard. Est. 1905. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 7 cols., 22 inches. Circulation . . . . . 1¼ M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

LOREBURN, pop. 180. District—Last Mountain. 99 miles northwest of Regina. Railroad—C.P. Bank—Com. Nearby Towns—Elbow 9 miles, Strongfield 7 miles. Country adapted for mixed farming. Industries—grain elevators and lumber yard.

Herald. Weekly. Publisher, William P. Hill. Est. 1912. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ½M.

LOVERNA, pop. 202. District—Kindersley. 245 miles northwest of Regina, near Alberta boundary. Railroad—C.N., Biggar-Loverna branch. Bank—Union. Nearby Towns—Hoosier 12 miles, Alsask 19 miles. Country adapted for mixed farming, stock raising and dairying. Industries—two lumber yards.

Borderline Budget. Weekly. Publishers, Brinsmead & Son. Est. 1914. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation. No report

LUCKY LAKE, pop. 112. District—Kindersley. 110 miles northwest of Regina ,on Beechy extension C.N.R. Bank—Com. Nearby Towns—Birsay 11 miles, Dudley 6 miles. Country adapted for lumbering and mixed farming.

Star. Weekly. Publishers, Lucky Lake Star. Est. 1924. Friday. Independent. Subscription, $2.00 a year. 6 pages, 6 cols., 18 inches. Circulation . . See Note A.
100"—$30.00. 400"—$100.00. 1,000"—$200.00.

LUMSDEN, pop. 498. District—Regina. 20 miles northwest of Regina, in the Qu'Appelle Valley. Railroad—C.N. Bank—Union. Colleges, etc.—High and Public Schools. Nearby Towns—Craven 6 miles, Bethune 16 miles. Natural Resources—sand and gravel beds, and excellent water. Country adapted for mixed farming. Industries—electric power plant and two elevators with a capacity of over 75,000 bushels.

News-Record. Weekly. Publisher, Charles Hynds. Est. 1904. Thursday. Local. Subscription, $1.50 a year. 4 pages, 5 cols., 17¾ inches. Circulation . . . . . ½M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

LUSELAND, pop. 249. District—Battleford. 231 miles northwest of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Salvador 9 miles, Baliol 8 miles. Country adapted for grain and flax growing, and cattle and hog raising. Industries—elevators, lumber yards and machine shop.

Despatch. Weekly. Publishers, D. J. Hartley. Est. 1910. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ½ M.

MACKLIN, pop. 364. District—Battleford. 260 miles northwest of Regina, near Alberta boundary. Railroad—C.P. Bank—Union. Nearby Towns—Hallam 5 miles, Evesham 9 miles. Country adapted for farming. Industries—creamery, two lumber yards and three chopping mills.

Times. Weekly. Publisher, Charles Walker. Est. 1910. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ½M.

MACOUN, pop. 195. District—Assiniboia. 110 miles southeast of Regina. Railroad—C.P. Bank—Roy. Nearby Towns—Midale 9 miles, Estevan 18 miles. Country adapted for wheat growing and general farming. Industries—chopping mill, lumber yard, woodworking shop and elevators.

Baby's Own Soap

is Canada's most popular high-grade toilet soap.
The Albert Soap Co., Ltd., have been clients of this Agency for over a quarter of a century.

THE

Desbarats Advertising

AGENCY LIMITED

MACOUN—(Continued)

Post. Weekly. Publisher, Howard W. Patton. Est. 1917. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . . ¼ M.
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

MANOR, pop. 210. District—Assiniboia. 120 miles east southeast of Regina. Railroad—C.P. Bank—Roy. Nearby Towns—Steppes 6 miles, Wauchope 7 miles. Country adapted for mixed farming.

Advocate. Weekly. Publishers, Honeyman & Aiken. Est. 1905. Thursday. Independent. Subscription, $1.50 a year. 5 cols., 17½ inches. Circulation . . No report

MAPLE CREEK, pop. 1,002. District—Maple Creek. 214 miles west of Regina. Railroad—C.P. Banks—Mtl., Union. Nearby Towns—Walpole 15 miles, Heron 8 miles. Situated in country adapted for general farming and stock raising. Industries—saw and flour mills, creamery, four elevators, lumber yards and electric power plant.

News. Weekly. Publisher, W. J. Redmond. Est. 1903. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 21¾ inches. Circulation . . . . . 1M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

The News is published in a live town with a population of 1,800 people and is situated in a large and prosperous farming and stock raising district. The nearest newspaper to the West is 65 miles distant, to the East 55 miles, to the north 75 miles and to the south 50 miles, so that it has this large field entirely to itself. Maple Creek is an up-to-date town with all modern conveniences. The News is a valuable advertising medium. (Publisher's Statement.)

MARYFIELD, pop. 276. District—Assiniboia. 142 miles southeast of Regina. Railroads—C.P., C.N. Bank—Union. Nearby Towns—Walpole 15 miles, Heron 8 miles. Situated in the centre of a well settled district. Country adapted for mixed farming.

MARYFIELD—(Continued)

News. Weekly. Publisher, Thomas S. Harris. Est. 1909. Thursday. Independent. Subscription, $1.50 a year. 8 to 12 pages, 6 cols., 19½ inches. Circulation . . No report

MAWER, pop. 125. District—Swift Current. 75 miles northwest of Regina. Railroad—C. N. Bank—Com. Nearby Towns—Moose Jaw 45 miles, Tugaske 6 miles. Country adapted for grain growing and stock raising. Industries—several lumber yards, elevators and chopping mill.

Tribune. Weekly. Publisher, F. T. Hill. Est. 1917. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19 inches.

MAYMONT, pop. 151. District—North Battleford. 29 miles southeast of North Battleford. Railroad—C.N. Bank—Roy. Nearby Towns—Fielding 8 miles, Ruddell 7 miles. Country adapted for wheat growing and stock raising.

News. Weekly. Publisher, Geo. E. Neilson. Est. 1918. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . ¼ M. Printed in Radisson, Sask.

MELFORT, pop. 1,746. District—Prince Albert. 165 miles north of Regina. Railroad—C.N. Banks—Com., Union. Nearby Towns—Beatty 9 miles, Star City 14 miles. Country adapted for mixed farming and ranching. Natural Resources—lumber. Industries—planing, saw and flour mills, Government creamery, cold storage plant, five elevators, two machine shops, aerated water works and electric power plant.

Journal. Weekly. Publisher, S. C. Lancaster. Est. 1908. Tuesday. Conservative. Subscription, $1.50 a year. 10 to 12 pages, 7 cols., 21½ inches. Circulation . . No report

Moon. Weekly. Publisher, A. R. Babington. Est. 1903. Wednesday. Independent. Subscription, $1.50 a year. 6 to 12 pages, 7 cols., 22 inches. Circulation . . . 1¼M.
100"—$21.00. 400"—$84.00. 1,000"—$210.00.

MELVILLE, pop. 2,808. District—Saltcoats. 84 miles northeast of Regina. Railroad—C.N. Banks—Mtl., Com., Roy. Nearby Towns—Yorkton 24 miles, Waldron 15 miles. Country adapted for grain raising and mixed farming. Industries—aerated water works, machine shop, flour mill, two elevators, roundhouse, creamery and electric power plant.

Canadian. Weekly. Publishers, Readstone and Morton. Est. 1908. Wednesday. Independent. Subscription, $1.50 a year. 10 pages, 6 cols., 20 inches. Circulation . . ¾ M.
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

Progress. Weekly. Amalgamated with Yorkton Enterprise.

MEYRONNE, pop, 247. District—Maple Creek. 140 miles southwest of Regina. Railroad—C.P. Bank—Tor. Nearby Towns—Kincaid 8 miles, Gravelbourg 20 miles. Country adapted for general farming and stock raising.

Independent. Weekly. Publisher, R. E. Johnson. Est. 1913. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 17¾ inches. Circulation . . . ½ M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

MILDEN, pop. 151. District—Kindersley. 77 miles south of Saskatoon. Railroad—C.P. Bank—Roy. Nearby Towns—Bounty 6 miles, Sovereign 12 miles. Country adapted for wheat growing and mixed farming. Industries—lumber yard and elevator.

MOOSE JAW

Over a Million Dollars Expended on Improvements

Mr. D. C. Coleman, of Winnipeg, 2nd Vice-President of the Canadian Pacific Railway, in his address to the annual meeting of the Moose Jaw Board of Trade, January 16th, 1924, said:

"The importance of Moose Jaw on our system has always been recognized. During the past three years we have expended on improvements and betterments in this city over a million dollars."

On account of the importance of Moose Jaw as a main divisional point and district headquarters, every additional carload of freight and every additional loaded passenger car which the Canadian Pacific can haul, means additional employment in Moose Jaw and additional money in circulation.

MOOSE JAW CITY

Is the transportation and service centre for the largest and richest agricultural area in Western Canada. It is now one of the best business centres of the Canadian prairies, and has a great future.

THE TIMES—HERALD NEWSPAPERS

Evening Times circulation from January 1st to April 30 was (Mail transferred to Herald.)	**4,501**
Times Morning Herald	**3,853**
Total	**8,354**

We are conducting a vigorous circulation "push" in our trading territory and find that our Times Morning Herald is filling a long felt want. Our present objective is 10,000 circulation by the end of this year, and with good crops we believe this figure can be obtained.

With the inauguration of the two-paper service all advertisements in the Evening Times are published in the Times Morning Herald without extra charge to the advertiser.

No other city of its size in Canada has a better newspaper service or offers a better field for national advertising.

REPRESENTATIVES:

F. W. Thompson, 100 King Street W., Toronto.
W. H. Stockwell, Peoples' Gas Bldg., Chicago.
C. E. Miller, 225 Fifth Avenue, New York City.

Member A.B.C.

MILDEN—(Continued)

Standard. Weekly. Publisher, H. A. Heddesheimer. Est. 1923. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20¼ inches. Circulation . ¼M.
100"—$35.00. 400"—$100.00. 1,000"—$200.00.

MILESTONE, pop. 472. District—Weyburn. 31 miles south of Regina. Railroad—C.P. Banks—Com., Union. Nearby Towns—Wilcox 12 miles, Lang 9 miles. Country adapted for wheat and flax growing. Industries—six grain elevators, two lumber yards and electric power plant.

Mail. Weekly. Publisher, Thos. Barradell, M.C. Est. 1906. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . ½M.
100"—$30.00. 400"—$100.00. 1,000"—$250.00.

MOOSE JAW, pop. 19,285. District—Moose Jaw. 40 miles west of Regina, on the Moose Jaw River. Transportation centre of the province. C.P.R. payroll, $250,000 monthly. Railroads—C.P., C.N. Banks—Mtl., Com., Dom., Imp., Roy., Union, N.S. Colleges, etc.—Alexandra High School, two Business Colleges, Collegiate Institute and nine Public Schools. Nearby Towns—Rouleau 31 miles, Lumsden 34 miles. Country adapted for grain, flax and root growing and ranching. Natural Resources—coal and pottery clay. Industries—Bellamy Furniture, Ltd.; Dewey Garden Lumber Co., Ltd.; Gray-Campbell, Ltd.; Imperial Lumber Yards; Moose Jaw Grocery Co., Ltd.; Moose Jaw Steam Laundry Co., Ltd.; Morrison Blackwood Hardware, Ltd.; Robin Hood Mills, Ltd.; Roger Lumber Yards, Ltd.; Saskatchewan Creamery Co. of Moose Jaw, Ltd.; Saskatchewan Glass & Supply Co., Ltd., The; Security Lumber Co., Ltd.

Herald. Daily. Publishers, Times Co., Ltd. Est. 1924. Morning edition of Times, and included in its advertising rate.

Times. Daily. Publishers, Times Company, Ltd. Est. 1889. Evening. Liberal. Subscription, $9.00 a year. 16 pages, 8 cols., 22 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A. B. C. Form 4,634**
Rate: 5 cents per line agate flat.

On Nov. 20th, 1923, The Times Company, Limited, started The Times Morning Herald as a companion paper to The Evening Times, in order to give Moose Jaw a full morning paper service. All advertisements appear in both papers at one rate, and thus make it possible to cover the Moose Jaw field both effectively and economically. (Publisher's Statement.)

MOOSOMIN, pop. 1,099. District—Qu'Appelle. 130 miles east of Regina. Railroad—C.P. Banks—Com., Union. Colleges, etc.—Public and High Schools. Nearby Towns—Wapella 17 miles, Fleming 10 miles. Country adapted for grain growing and stock raising. Industries—planing and flour mills, creamery, lumber yard, foundry and elevators.

World-Spectator. Weekly. Publishers, Bretz & Shuart. Est. 1900. Wednesday. Independent. Subscription, $1.50 a year. 12 pages, 7 cols., 21½ inches. Circulation. No report

MORSE, pop. 559. District—Swift Current. 107 miles west of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Herbert 9 miles, Swift Current 31 miles. Colleges, etc.—High School. Country adapted for stock raising, flax and wheat growing. Industries—lumber yards, elevators and electric power plant.

News. Weekly. Publisher, O. R. Sugden. Est. 1910. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . ¼M.

MORTLACH, pop. 398. District—Swift Current. 26 miles west of Moose Jaw. Railroad—C.P. Banks—Tor., Com. Colleges, etc.—High School. Country adapted for wheat growing and mixed farming. Industries—lumber yard, elevator and machine shop.

MORTLACH—(Continued)

Canadian. Weekly. Publisher, H. J. Wright. Est. 1915. Friday. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches.
100"—$30.00. 400"—$100.00. 1,000"—$250.00.

MOSSBANK, pop. 303. District—Moose Jaw. 40 miles southwest of Moose Jaw. Railroads—C.N., C.P. Banks—Union, Weyburn Security. Nearby Towns—Expanse 10 miles, Dunkirk 19 miles. Country adapted for wheat growing. Industries—lumber yards and elevators.

Lake Johnston Star. Weekly. Friday. 8 pages, 6 cols., 20 inches. Circulation . . . . No report

MUENSTER, pop. 116. District—Humboldt. 120 miles north of Regina. Railroad—C.N. Bank—Hoch. Colleges, etc.—St. Peter's College. Nearby Towns—Humboldt 6 miles, Lanigan 24 miles. Country adapted for grain growing and mixed farming. Industries—elevator and lumber yards.

St. Peters Bote. (German). Weekly. Publishers, Order of St. Benedict. Est. 1904. Thursday. Roman Catholic. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¼ inches. Circulation . . . . . 1¾ M.
One page, one time—$40.00.

St. Peter's Messenger. Weekly. Publishers, Order of St. Benedict. Est. 1923. Thursday. Roman Catholic. Subscription, $1.00 a year. 6 pages, 6 cols., 19¼ inches. Circulation . . . . . 1½M.
One page, one time—$26.00.

NAICAM, pop. 119. District—Humboldt. 129 miles north of Regina, on Lanigan-Naicam branch C.P.R. Bank—Com. Nearby Towns—Spalding 7 miles, Magellan 10 miles. Country adapted for lumbering and mixed farming.

Progress. Weekly. Publisher, Edward Aasen. Est. 1921. Thursday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 5 cols., 18½ inches. Circulation . ½M.
100"—$25.00. 400"—$84.00. 1,000"—$200.00.

NOKOMIS, pop. 547. District—Last Mountain. 74 miles north of Regina. Railroads—C.P., C.N. Bank—Com. Nearby Towns—Watrous 30 miles, Govan 18 miles. Country adapted for wheat growing and mixed farming. Industries—planing mills, three elevators, two lumber yards, two machine shops and municipal electric lighting plant.

Times. Weekly. Publisher, Gerald T. Humphrey. Est. 1907. Thursday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 6 cols., 20 inches. Average circulation for year ending Dec., 31st, 1923 550
100"—$30.00. 400"—$100.00. 1,000"—$200.00.

NORQUAY, pop. 198. District—MacKenzie. 133 miles northeast of Regina. Railroad—C.N. Bank—Com. Nearby Towns—Pelly, 9 miles, Hyas 10 miles. Country adapted for mixed farming and lumbering.

North Star. Weekly. Publisher, H. J. Darrach. Est. 1922. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

NORTH BATTLEFORD, pop. 4,108. District—North Battleford. 220 miles northwest of Regina, on the Saskatchewan River. Railroad—C.N. Banks—Mtl., Com., Imp., Roy. Colleges, etc.—High School. Nearby Towns—Battleford 3 miles, Lloydminster 100 miles. Counry adapted for mixed farming. Natural Resources—fish. Industries—saw, planing, flour and grist mills, brick and cement block plant, mineral water works, nursery, two elevators, machine shops and biscuit factory.

News. Weekly. Publisher, Cameron R. McIntosh. Est. 1905. Thursday. Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 21½ inches. Circulation . . . . 2 M.
100"—$40.00. 400"—$160.00. 1,000"—$400.00.

Optimist. Weekly. Publishers, Optimist Printing & Publishing Co., Ltd. Est. 1911. Thursday. Independent.

NORTH BATTLEFORD—(Continued)

Subscription, $2.00 a year. 8 pages, 7 cols., 21¾ inches. Circulation . . . . . 2 M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

Established a little over ten years ago, the Optimist has attained great popularity and influence in and around North Battleford. It has a following which is both prosperous and progressive, the majority of whose readers can only be reached through this publication. It is a bright, progressive, up-to-date paper which knows all about its readers and just the kind of news they want. It is a publication which goes into the home and is read by every member of the family. (Publisher's Statement.)

OGEMA, pop. 345. District—Moose Jaw. 61 miles south of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Hardy 10 miles, Viceroy 23 miles. Country adapted for mixed farming. Industries—several lumber yards and sash and door factory.

Times. Weekly. Publisher, H. W. Smith. Est. 1919. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . ½ M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

OUTLOOK, pop. 704. District—Kindersley. 124 miles northwest of Regina, on the South Saskatchewan River. Railroad — C. P. Bank — Mtl. Nearby Towns — Milden, 19 miles, Hawarden 19 miles. Country adapted for wheat growing, mixed farming and stock raising. Natural Resources — deposits of clay and gravel. Industries — flour mill and five elevators with a capacity of 150,000 bushels.

Outlook. Weekly. Publishers, Outlook Printing Co. Est. 1909. Thursday. Independent. Subscription, $2.00 a year. 10 pages, 6 cols., 20 inches. Circulation . . . 1¼ M.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

OXBOW, pop. 602. District—Assiniboia. 135 miles southeast of Regina, on the Souris River. Railroad—C.P. Banks—Mtl., Union. Colleges, etc.—High School. Nearby Towns—Estevan 35 miles, Carnduff 18 miles. Country adapted for farming, grain growing and stock raising. Natural Resources—coal and gas. Industries—creamery and five grain elevators.

Herald. Weekly. Publisher, H. D. Pedlar. Est. 1903. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ¾ M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

PENSE, pop. 247. District—Regina. 17 miles west of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Moose Jaw 25 miles, Rouleau 18 miles. Country adapted for wheat and flax growing. Industries—grain elevators.

Herald. Weekly. Publisher, W. G. Dey. Est. 1910. Thursday. Local. Subscription, $2.00 a year. 8 pages, 6 cols., 19½ inches.

PERDUE, pop. 358. District—Saskatoon. 37 miles west of Saskatoon. Railroad—C.P. Banks—Mtl., Union. Nearby Towns—Biggar 19 miles, Asquith 15 miles. Country adapted for farming. Industries—four grain elevators and two lumber yards.

Witness. Weekly. Publisher, H. D. Gay and C. J. Allbon. Est. 1909. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . ½ M.
100"—$24.00. 400"—$80.00.

PREECEVILLE, pop. 319. District—MacKenzie. 133 miles northeast of Regina. Railroad—C.N. Bank—Tor. Nearby Town—Sturgis 10 miles. Country adapted for mixed farming and lumbering.

Enterprise. Weekly. Publisher, Geo. Brown. Est. 1922. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches.

PRINCE ALBERT, pop. 7,558. District—Prince Albert. 195 miles north of Regina, on the North Saskatchewan River. Divisional point C. N. R. Banks — Mtl., Union, Hoch., Com., Imp., Roy., N. S. Colleges, etc.—High School, Convent and St. Alban's College. Nearby Towns—

Dominates
Southern Saskatchewan

The Regina Leader-Post, published morning and evening, with a sworn circulation of over 30,000, covers every important home in Regina and surrounding country.

These two mediums give the National Advertiser complete covering in this territory. Write today for rates and other particulars.

Members A. B. C.

LEADER-POST

REGINA, SASK.

PRINCE ALBERT—(Continued)
Melfort 49 miles, Duck Lake 33 miles. Country adapted for mixed farming, ranching, fishing and mining. Distribution centre for rich district. Natural Resources—lumber and pottery clay. Industries—Kernaghan, J. B.; J. A. Klem, grist mill; McDiarmid Lumber Co., Ltd.; Manville Hardware Co., Ltd.; Northern Packing & Cold Storage Co., Ltd.; North Star Lumber Co., Ltd.; One Northern Milling Co., Ltd.; Prince Albert Creamery Co., Ltd.; Prince Albert Foundry Co.; Prince Albert Elevator Co., Ltd.; Prince Albert Mineral Water Co., Ltd.; Royal Oak Saddlery Co., Ltd.; West Lumber & Supply Co., Ltd.

Herald. Daily. Publishers, Herald Printing Co., Ltd. Est. 1911. Evening. Independent. Subscription, $7.80 a year. 8 to 16 pages, 7 cols., 20 inches. **Total net paid circulation for 6 mos. ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 2,769**
Rate: 2 cents per line agate flat.

News. Weekly. Publishers, News Publ. Co., Ltd. Est. 1922. Thursday. Independent. Subscription, $1.00 a year. 8 pages, 7 cols., 22 inches. Circulation . . . 2M.
Rate: 24 cents per inch flat.

Patriote de l'Ouest. (French). Weekly. Publishers, Bonne Presse, Ltée. Est. 1910. Wednesday. Independent. Subscription, $2.00 a year. 12 to 16 pages, 7 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 . 7,000
100"—$35.00. 400"—$140.00. 1,000"—$350.00.

PUNNICHY, pop. 200. District—Last Mountain. 63 miles north of Regina. Railroad—C.N. Bank—Mtl. Country adapted to grain growing and mixed farming. Nearby Towns—Quinton 6 miles, Touchwood 8 miles. Industries—lumber yards and elevator.

Touchwood Times. Weekly. Publishers, The Touchwood Times Co. Est. 1920. Thursday. Independent. Sub., $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation, ½ M.
100"—$20.00. 400"—$80.00. 1,000"—$180.00.

QU,APPELLE, pop. 688. District—Qu'Appelle. 33 miles east of Regina. Railroad—C.P. Banks—Roy., Union. Colleges, etc.—High School. Nearby Towns—Indian Head 10 miles, Balgonie 18 miles. Country adapted for mixed farming and stock raising. Industries—butter factory, four elevators and electric power plant.

Progress. Weekly. Publisher, Hugh J. Wilson. Est. 1885. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . ¾M.
100"—$17.00. 400"—$60.00. 1,000"—$150.00.

RADISSON, pop. 431. District—North Battleford. 179 miles northwest of Regina. Railroad—C.N. Bank—Com. Nearby Towns—Langham 22 miles, Saskatoon 47 miles. Country adapted for wheat growing and stock raising. Industries—iron works, flour mill, elevators, machine shops and electric plant.

News. Weekly. Publisher, George E. Neilson. Est. 1906. Friday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 18 inches. Average circulation for year ending Dec. 31st, 1923 700
100"—$28.00.
Also publishes Borden News, Hafford News, Speers News, Maymount News, Fielding News.

RADVILLE, pop. 883. District—Weyburn. 80 miles southeast of Regina. Railroad—C.N. Banks—Com., Weyburn Security. Nearby Towns—Weyburn 32 miles, Forward 15 miles. Country adapted for farming, ranching and mining. Industries—C.N. roundhouse and shops, two lumber yards and grain elevators.

News. Weekly. Publisher, W. H. Schierholtz. Est. 1911. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . ½ M.
100"—$15.00. 400"—$60.00. 1,000"—$150.00.

RAYMORE, pop. 280. District—Last Mountain. 63 miles north of Regina. Railroad—main line C.N. Bank—Mtl. Nearby Towns—Semans 15 miles, Quinton 6 miles. Country adapted for mixed farming and lumbering.

Journal. Weekly. . . . . No report

READLYN, pop. 100. District—Moose Jaw. 54 miles south of Moose Jaw. Railroad—C.P. Bank—Weyburn Security. Nearby Towns—Willows 10 miles, Verwood 8 miles. Country adapted for mixed farming. Industries—lumber yards and elevator.

News. Weekly. See Gazette, Verwood, Sask.

REGINA, pop. 34,432. District of Regina. Capital of the Province of Saskatchewan. Parliament Buildings cost $2,500,000.00. Commercial, industrial, financial, educational, legal and judicial centre of the province. Ten banks; provincial headquarters for all loan and insurance companies. Twenty-three churches, fourteen schools, Collegiate Institute, Regina College, St. Chad's College, Provincial Normal School, three Business Colleges, Y.M.C.A., Y.W.C.A., two public and several private hospitals, public libraries. Railways — divisional point of C. P. and C. N., with shops and executive offices of each line. Twelve lines of railways radiating in all directions from the city with about forty passenger trains entering and leaving the city daily. Regina is the largest distributing point for agricultural implements in the world. Practically every Canadian and American implement manufacturing concern has a distributing warehouse in this city. Regina has some 36 manufacturing concerns and over 200 wholesale and commercial houses. More than one thousand commercial men travel out of Regina. The city has 30 miles of paved streets; 42 miles of granolithic and 72 miles of plank sidewalks. Regina owns its electric light, water system and street railway—and all municipal franchises. It is situated in the heart of the grain growing district. It is estimated that

REGINA—(Continued)

the district tributary to this city contributes over one-half of the grain and a large proportion of the stock raised in this province, and contains over one-half of the population. Industries—Ackerman, B. F. Son & Co., Ltd.; Amherst Central Shoe Co., Ltd.; Broder, George; Canada West Electric, Ltd.; Case, J. I. Threshing Machine Co., The; Constructors, Limited; Crown Bakery, Ltd.; Emerson-Brantingham Implements Co.; Engineers' & Plumbers' Supply Co., Ltd.; Garden City Feeder Co.; Howe, M. G.; Inter-Ocean Pressed Brick Co., Ltd.; Lumber Manufacturer's Yards, Ltd.; Lynch, Parker & Plews; McCarthy, Edward; McNall & Co., Ltd.; National Mfg. Co. (Sask.), Ltd.; New Regina Trading Co., Ltd.; North Star Oil & Refining Co., Ltd.; North Western Iron Works; Regina Foundry, Ltd.; Regina Harness Co., Ltd.; Regina Marble & Tile Ltd.; Regina Plumbing & Heating Co., Ltd.; Rogers Machine Shop; Rutley Lumber Co., Ltd.; Simpson, Robert, Western, Ltd.; Waterman, Waterbury Mfg. Co., Ltd.; Western Mfg. Co., Ltd.; Williams, R. H. & Sons, Ltd.

Leader. Daily. Publishers, Leader Publishing Co., Ltd. Est. 1905. Morning. Liberal. Subs., city, $12.00 a year; mail, $7.00 a year. 12 to 48 pages, 8 cols., 21¼ inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form . 20,653**
1,000 l.—$90.00. 5,000 l.—$450.00. 10,000 l.—$900.00.
This rate is for combination of the Post and the Leader.

Regina is not only the capital, but also the largest and most important city of the Province of Saskatchewan — Canada's richest wheat-producing province. The Leader, morning, and Post, evening, are the only dailies published in Regina. Their combined circulation not only blankets Regina, but spreads over the entire district and much of the Province. All national advertising appears in both papers at the one flat rate charge of 9c per agate line. Advertisers desiring to thoroughly cover the Province of Saskatchewan should see that the Leader and Post are placed on their list. (Publisher's Statement.)

Post. Daily. Publisher, Leader Publishing Co., Ltd. Est. 1910. Evening. Independent. Subscription, $12.00 a year. 16 to 32 pages, 8 cols., 21¼ inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A.B.C. Form 7,486**
Rates—See under Leader.

Der Courier. (German). Weekly. Publishers, Saskatchewan Courier Co., Ltd. Est. 1907. Wednesday. Agricultural. Subscription, $2.50 a year. 16 to 28 pages, 7 cols., 21¼ inches. Average circulation for year ending Dec. 31st, 1923 19,000
1,000 l.—$50.00. 5,000 l.—$250.00. 10,000 l.—$500.00.

Regina Review. Weekly. Publishers, Review Pub. Co. Est. 1923. Friday. Independent. Subscription, $2.00 a year. 6 to 12 pages, 7 cols., 21 inches. Circulation . . . 6M.

Saskatchewan Gazette. Semi-monthly. Publishers, Government of Saskatchewan. Est. 1884. 15th and last day of month. Official information. Subscription, $2.50 a year. 32 pages, 1 col., 8 inches. Government official advertisements only.

Public Service Monthly. Monthly. Publishers, Provincial Government. Est. 1912. Provincial Government Services. 16 pages, 4 cols., 12¼ inches. Government official notices only.

Saskatchewan Co-operative News. Monthly. Publishers, Sask. Co-operative Elevator Co. Est. 1921. 1st of month. Co-operative. Free distribution. 3 cols., 10 inches. Circulation . . . . . 24 M.
Rate: 25c per line agate flat.

Saskatchewan Farmer. Monthly. Publishers, The Saskatchewan Farmer, Ltd. Est. 1910. 1st of month. Agricultural. Subscription, 50 cents a year. 3 cols., 10 inches.
Rate: 15c per line agate flat.

RIDGEDALE, pop. 50. District—Prince Albert. 180 miles north of Regina, on Melfort-Ridgedale extension of C.N.R. Bank—Com. Nearby Towns—Melfort 26 miles, Edenbridge 6 miles. Country adapted for lumbering and mixed farming.

News. Weekly. Publisher, W. J. Whitehouse. Est. 1923. Thursday. Independent.. Subscription, $1.75 a year.. 4 pages, 6 cols., 19¾ inches. Circulation . . See Note A.

RIVERHURST, pop. 330. District—Swift Current. 95 miles northwest of Regina. Railroad—C.N. Bank—Com. Nearby Town—Gilroy 8 miles. Country adapted for mixed farming, ranching and wheat growing. Industries—lumber yards, roundhouse and five elevators.

Courier. Weekly. Publisher, Fred. T. Hill. Est. 1914. Thursday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 400
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

ROCANVILLE, pop. 415. District—Qu'Appelle. 128 miles east of Regina. Railroad—C.P. Bank—Union. Colleges, etc. —High School. Nearby Towns—Moosomin 18 miles, Wapella 14 miles. Country adapted for mixed farming and stock raising. Industries—machine shops and grain elevators.

Record. Weekly. Publisher, J. J. Quinn. Est. 1911. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 500
100"—$23.00. 400"—$84.00. 1,000"—$210.00.

ROSETOWN, pop. 865. District—Kindersley. 161 miles northwest of Regina. Railroads—C.N., C.P. Banks—Roy., Union. Nearby Towns—Zealandia 15 miles, Sovereign 14 miles. Country adapted for all kinds of small grain growing. Industries—several lumber yards and grain elevators, machine shop, chopping mill and electric power plant.

Eagle. Weekly. Publishers, Eagle Publishing Co. Est. 1909. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . 1½ M.
100"—$20.00. 400"—$60.00. 1,000"—$150.00.

ROSTHERN, pop. 1,074. District—Prince Albert. 167 miles northwest of Regina. Railroad—C.N. Banks—Mtl., Imp. Colleges, etc.—German-English Academy. Nearby Towns—Laird 16 miles, Duck Lake 12 miles. Country adapted for mixed farming and wheat growing. Industries—four elevators, flour and lumber mills, brick works, creamery, two machine shops and door factory.

Saskatchewan Valley News. Weekly. Publisher, Frank S. Rouleau. Est. 1903. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . 1½M.

ROULEAU, pop. 590. District—Moose Jaw. 22 miles southwest of Regina. Railroad—C.P. Banks—Com., N.S. Nearby Towns—Moose Jaw 31 miles, Milestone 21 miles. Country adapted for wheat growing and mixed farming. Industries—lumber mills and five elevators with a capacity of 235,000 bushels.

Enterprise. Weekly. Publisher, Andrew King. Est. 1906. Thursday. Independent. Subscription, $2.00 a year. 8 or 10 pages, 6 cols., 20 inches. Circulation . . ¾ M.
100"—$18.00. 400"—$72.00. 1,000"—$180.00.

SALTCOATS, pop. 479. District—Saltcoats. 114 miles northeast of Regina. Railroad—C.P. Bank—Mtl. Nearby Towns—Yorkton 19 miles, Melville 30 miles. Country adapted for mixed farming. Industries—three elevators, lumber yards and grist mill.

Herald. Weekly. Publisher, Charles McMurchy. Est. 1909. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 5 cols, 18 inches. Circulation . . No report

SASKATOON, pop. 25,739. District—Saskatoon. 144 miles northwest of Regina, on the South Saskatchewan River. Railroads—C.N., C.P.. Banks—Dom., N.S., Tor., Union, Roy., Mtl., Com., Imp. Colleges, etc.—University of Saskatchewan, Saskatchewan Agricultural College, Saskatchewan Agricultural College Farm, Emmanuel Anglican College, Collegiate Institute, Normal School, 14 Public and 3 Separate Schools Country specially adapted for all branches of agriculture and live stock husbandry, and is at present one of the greatest wheat growing sections of the West. Industries—Boyd Bros.; Campbell, Wilson & Millar, Ltd.; Currie & Hassett; Dominion Dry Goods Co.; East, John, Iron Works; Glocckler, H .J. M.; Great Western Furniture Co., Ltd.; Jones, A. Stanley; MacMillan, F. R., Ltd.; Martin, H. L., Lumber Co., Ltd.; Meilicke, E. J. & Sons, Ltd.; Northern Fruit Co., Ltd.; Saskatchewan Supply & Fuel Co., Ltd.; Saskatoon Bread Co., Ltd.; Saskatoon Brewing Co., Ltd.; Saskatoon Hardware Co., Ltd..

Phoenix. Daily. Publishers, The Star Pub. Co. (Saskatoon), Ltd. Est. 1902. Morning. Liberal. Subscription, $7.00 by mail, $10.00 delivered. 16 to 44 pages, 8 cols., 21 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A. B. C. Form 2,119**

Rates—See under Star.

Star. Daily. Publishers, The Star Pub. Co. (Saskatoon) Ltd. Est. 1912. Evening. Independent. Subscription, city, $10.00 a year; mail, $7.00 a year. 16 to 44 pages, 8 cols., 21 inches. **Total net paid circulation for 6 months ending March 31st, 1924, as per Publisher's Statement on A. B. C. Form 22,228**

Combination rate for Phoenix and Star, 8 cents flat per line agate.

Progressive. Weekly. Publishers, The Modern Press, Ltd. Est. 1923. Thursday. News and Agriculture. Subscription, $2.00 a year. 8 to 16 pages, 7 cols., 20½ inches. Circulation . . . . . 10M.

Rate: 6 cents per line agate flat.

Sheaf. Weekly. (Oct. to March). Publishers, Univ. of Sask. Students' Council. Est. 1912. Collegiate. Subscription, $1.50 a year. 5 cols., 16 inches. **Average detailed sworn circulation for year ending Dec. 31st, 1923 . . . 897**

Western Retailer. Monthly. Publishers, Retail Merchants Assn. of Can., Inc., Saskatoon Prov. Board. Est. 1915. 15th of month. Retail merchants. Subscription, $2.00 a year. 36 pages, 2 cols., 10 by 3 1-3 inches. **Average detailed sworn circulation for year ending Sept. 30th, 1923 3,120**

One page, one time—$50.00.

SEMANS, pop. 450. District—Last Mountain. 65 miles north of Regina. Railroad—C.N. Banks—Mtl., Com. Nearby Towns—Nokomis 14 miles, Raymore 10 miles. Country adapted for wheat growing and mixed farming. Industries—grain elevators and sash and door factory.

Gazette. Weekly. Publisher, Malcolm Ferguson. Est. 1909. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19½ inches. Circulation . No report

SHAUNAVON, pop. 1,146. District—Maple Creek. 75 miles southwest of Swift Current. Railroad—C.P. Banks—Mtl., Com., Union. Country adapted for mixed farming and ranching. Industries—creamery, flour mill, lumber yards, and elevators.

Standard. Weekly. Publisher, W. E. Sharp & R. M. Sanburn. Est. 1913. Thursday. Independent. Subscription, $2.00 a year. 8 to 12 pages, 6 cols., 19¾ inches. Circulation . . . . . 1¼ M.

100"—$28.00. 400"—$112.00. 1,000"—$280.00.

The Standard is an all home-print paper that circulates in a big territory, the bulk of the circulation being among prosperous and progressive farmers and ranchers. It is the only paper in its field. It is a well printed, well edited, and newsy publication, and is eagerly looked forward to each week. Its influence as an advertising medium is far-reaching. A sample copy is our best advertisement. Its circulation is about 1,250. (Publisher's Statement.)

SHELLBROOK, pop. 402. District—North Battleford. 201 miles north of Regina. Railroad—C.N., junction of Battleford-Prince Albert and Prince Albert-Big River branches. Bank—Com. Nearby Towns—Prince Albert 29 miles, Canwood 15 miles. Country adapted for stock raising and mixed farming. Natural Resources—lumber, brick clay, oil, sand and gravel. Industries—chopping, grist and flour mills, creamery, lumber yards and five elevators.

Chronicle. Weekly. Publisher, Ernest G. Pickup. Est. 1912. Friday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Average circulation for year ending Dec. 31st, 1923 525
100"—$20.00. 400"—$60.00. 1,000"—$150.00.

SIMPSON, pop. 217. District—Last Mountain. 75 miles southwest of Saskatoon. Railroad—C.P. Bank—Union. Nearby Towns—Imperial 7 miles, Govan 21 miles. Country adapted for mixed farming. Industries—several lumber yards and five elevators.

Lance. Weekly. Publisher, W. H. Willoughby. Est. 1916. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . . ¼M.

SINTALUTA, pop. 320. District—Qu'Appelle. 51 miles east of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Wolseley 9 miles, Indian Head 11 miles. Country adapted for grain growing. Industries—lumber mill and six grain elevators.

Times and Fort Qu'Appelle Gazette. Weekly. Publisher, Roland Collett. Est. 1907. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 22 inches. Circulation . . . . . ½ M.
100"—$35.00. 400"—$120.00. 1,000"—$250.00.

SOUTHEY, pop. 324. District—Last Mountain. 35 miles north of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Earl Grey 12 miles, Markinch 8 miles. Country adapted for mixed farming. Industries—lumber yards and elevator.

Sun. Weekly. Publisher, E. R. Powell. Est. 1922. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . No report

SPEERS, pop. 105. District—North Battleford. 35 miles east of Battleford. Railroad—C.N. Country adapted for mixed farming. Industries—lumber yards.

News. Weekly. Publisher, G. E. Neilson. Est. 1917. Thursday. Local. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . . ¼ M.
Published at Radisson, Sask.

SPRUCE LAKE, pop. ——. District—North Battleford. 68 miles northwest of North Battleford on C.N.R. Bank—Standard. Nearby Towns—Turtleford 12 miles, St. Walburg 9 miles. Country adapted for lumbering and mixed farming.

Times. Weekly. Publishers, T. C. Collins. Est. 1923. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 5 cols., 17½ inches. Circulation . . See Note A.

STAR CITY, pop. 591. District—Prince Albert. 110 miles northeast of Saskatoon. Railroad—C.N. Banks—N.S., Com. Nearby Towns — Naisberry 7 miles, Valparaiso 7 miles. Country adapted for mixed farming and ranching. Industries—six elevators with a total capacity of 348,000 bushels.

Echo. Weekly. Publisher, E. L. Hopkins. Est. 1918. Thursday. Independent. Subscription, $1.50 a year. 5 cols., 17½ inches. Circulation . . . . . ½M.

STOUGHTON, pop. 364. District—Assiniboia. 89 miles southeast of Regina. Railroad—C.P. Banks—N.S., Weyburn Security. Nearby Towns—Heward 8 miles, Arcola 24 miles. Country adapted for wheat growing. Industries—chopping mill and five grain elevators with a capacity of 175,000 bushels.

Times. Weekly. Publisher, R. Lobb. Est. 1905. Thursday. Independent. Subscription, $1.50 a year. 4 pages, 7 cols., 22 inches. Circulation . . . . . ½M.
100"—$25.00. 400"—$80.00. 1,000"—$200.00.

STRASBOURG, pop. 514. District—Last Mountain. 54 miles northwest of Regina. Railroad—C.P. Banks—Roy., Union. Nearby Towns—Duval 7 miles, Govan 18 miles. Country adapted for mixed farming and wheat growing. Industries—five grain elevators and two lumber yards.

Mountaineer. Weekly. Publisher, Lester M. Small. Est. 1906. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . No report

SWIFT CURRENT, pop. 3,518. District—Swift Current. 138 miles west of Regina, on the Swift Current River. Railroads—C.P. divisional point; C.N. Banks — Union, Com., Roy., N.S., Mtl. Colleges, etc—High School. Nearby Towns—Herbert 26 miles, Success 20 miles. Country adapted for mixed farming and ranching. Industries—flour and planing mills, creamery and cold storage plant, window sash factory, metal works and tin shops.

The SUN

ESTABLISHED 1903 Weekly
The Leading Newspaper of Southwestern Saskatchewan. Our circulation is the largest in the district. **Introduce and sell your products through the SUN.**
Published every Tuesday by the
Sun Printing & Publishing Co. Ltd.
Swift Current, Saskatchewan.

Herald. Weekly. Publisher, Carey & Corbett. Est. 1915. Thursday. Independent. Subscription, $2.00 a year. 8 to 16 pages, 6 cols., 19½ inches. Circulation . . . . 2 M.
100"—$35.00. 400"—$112.00. 1,000"—$280.00.

Sun. Weekly. Publishers, Sun Printing & Publishing Co., Ltd. Est. 1903. Tuesday. Liberal. Subscription, $2.00 a year. 8 to 12 pages, 7 cols., 22 inches. **Average sworn circulation for year ending Dec. 31st, 1923 . . . 2,237**
100"—$35.00. 400"—$112.00. 1,000"—$280.00.

TESSIER, pop. 68. District—Kindersley. 155 miles northwest of Regina. Railroad—C.N. Bank—Union. Nearby Towns—Harris 8 miles, Birdview 12 miles. Country adapted for wheat growing. Industries—elevators and lumber yards.

Times. See the Harris Goose Lake Herald, of which it forms part.

TISDALE, pop. 783. District—Prince Albert. 165 miles north of Regina. Railroad—C.N. Banks—Mtl., N.S. Nearby Towns — Melfort 22 miles, Crooked River 13 miles. Country adapted for mixed farming. Natural Resources—lumber. Industries—flour mill, machine shop and six grain elevators.

Recorder. Weekly. Publisher, A. Mallinson. Est. 1907. Thursday. Independent. Subscription, $1.50 a year. 10 to 14 pages, 5 cols., 18 inches. Average circulation for year ending Dec. 31st, 1923. 825
Rate: 17½ cents per inch flat.

TUGASKE, pop. 230. District—Swift Current. 78 miles northwest of Regina. Railroad—C.P. Bank—Com. Nearby Towns—Craik 23 miles, Elbow 21 miles. Country adapted for wheat growing and mixed farming. Industries—flour mill and five grain elevators.

Globe. Weekly. Publisher, James Stoddard. Est. 1910. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . No report

TURTLEFORD, pop. 288. District—North Battleford. 290 miles northwest of Regina. Railroad—North Battleford-Turtleford-Edmonton Branch C.N. Bank—Com. Country adapted for grain growing, fishing, trapping and stock raising. Industries—several lumber yards.

Record. Weekly. Publisher, C. R. McIntosh. Est. 1914. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . . . . ½M.

UNITY, pop. 611. District—Battleford. 235 miles northwest of Regina. Railroads—C.N., C.P. Banks—Mtl., Royal. Nearby Towns—Wilkie 19 miles, Scott 14 miles. Country adapted for grain growing and mixed farming. Industries—lumber yards, flour mill and grain elevator.

Courier. Weekly. Publisher, James Macdonald. Est. 1910. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . No report

VANGUARD, pop. 299. District—Swift Current. 122 miles southwest of Regina. Railroad—C.P. Banks—Tor., Union. Nearby Town—Swift Current 35 miles. Country adapted for flax and grain growing. Industries—grain elevators and lumber yard.

Times. Weekly. Publisher, G. A. Howard. Est. 1917. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ½M.

VERWOOD, pop. 242. District—Moose Jaw. 76 miles southwest of Regina. Railroad — Weyburn - Lethbridge branch C.P. Bank—Weyburn Security. Nearby Towns—Viceroy 12 miles, Winside 9 miles. Country adapted for mixed farming. Industries—several grain elevators and three lumber yards.

Gazette. Weekly. Publisher, T. B. Malcolm. Est. 1918. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches. Circulation . . . . . ½ M.
Includes circulation of Readlyn News.
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

VICEROY, pop. 156. District—Moose Jaw. 78 miles southwest of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Bengough 12 miles, Hardy 30 miles. Country adapted for mixed farming. Industries—several grain elevators, machine shop, light and power plant.

News. Weekly. Publisher, Wm. Stephen. Est. 1914. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19¾ inches.

VISCOUNT, pop. 315. District—Humboldt. 112 miles northwest of Regina. Railroad—C.P. Bank—Roy. Nearby Towns—Watrous 20 miles, Humboldt 28 miles. Country adapted for flax, wheat and grain growing and stock raising. Industries—grain elevators and one lumber yard.

Sun. Weekly. Publisher, Wm. T. Morphy. Est. 1910. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 5 cols., 18 inches. Circulation . . . No report

WADENA, pop. 544. District—Humboldt. 109 miles northeast of Regina on Federal Highway. Railroad — C. N. Banks — Commerce, Sterling. Nearby Towns — Quill Lake 21 miles, Wynyard 21 miles. Country adapted for grain growing, mixed farming and especially dairying. Natural Resources—lumber, gravel and clay. Industries — creameries, machine works, flour mill, five elevators and two lumber yards.

Herald. Weekly. Publishers, Thom & Thom. Est. 1909. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 22 inches. Circulation . . . ¾M.

WAKAW, pop. 387. District—Prince Albert. 158 miles north of Regina. Railroad—C.N. Bank—Mtl. Nearby Towns—Rosthern 32 miles, Humboldt 40 miles. Country adapted for mixed farming. Industries—grain elevator, flour mill and lumber yards.

Recorder. Weekly. Publisher, J. E. Willoughby. Est. 1913. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . No report

WAPELLA, pop. 401. District—Qu'Appelle. 116 miles east of Regina. Railroad—C.P. Bank—Union. Nearby Towns—Moosomin 17 miles, Whitewood 16 miles. Country adapted for mixed farming and wheat growing. Industries—grain elevator, flour mill and lumber yard.

Post. Weekly. Publisher, E. S. Zingg. Est. 1899. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 19 inches.

WATROUS, pop. 1,101. District—Humboldt. 90 miles northwest of Regina. Health and summer resort, on Little Lake Manitou, three miles distant. Railroad—C.N. Banks—Com., Union. Colleges, etc.—High School. Nearby Towns—Simpson 18 miles, Young 18 miles. Country adapted for wheat growing. Industries—aerated water works, lumber yards, machine shop, electric power plant and three elevators.

Signal. Weekly. Publisher, E. Garrett. Est. 1908. Thursday. Independent. Subscription, $2.00 a year. 12 pages, 6 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 750

WATSON, pop. 396. District—Humboldt. 135 miles north of Regina. Railroad—C.N. Bank—Com. Nearby Towns—Quill Lake 12 miles, Englefield 7 miles. Country adapted for grain growing, stock raising and dairying. Industries—creamery, two lumber yards and four grain elevators.

Witness. Weekly. Publisher, G. H. Cameron. Est. 1907. Friday. Independent. Subscription, $2.00 a year. 8 pages, 5 cols., 17½ inches. Average circulation for year ending Dec. 31st, 1923 575
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

WELWYN, pop. 259. District—Qu'Appelle. 133 miles east of Regina. Railroad—C.P. Bank—Tor. Nearby Towns—Rocanville 9 miles, Wapella 20 miles. Country adapted for lumbering and mixed farming. Industries—grain elevators and one lumber yard.

Herald. Weekly. See Moosomin Spectator, of which it forms part.

WEYBURN, pop. 3,193. District—Weyburn. 90 miles southeast of Regina, on the Souris River. Railroads—C.P., C.N. Banks—Com., Mtl., Roy., Union, Weyburn Security. Colleges, etc.—High School. Nearby Towns—Yellow Grass 18 miles, Halbrite 18 miles. Country adapted for mixed farming. Industries—machine shop, implement warehouses, carriage works, bottling plant and six grain elevators with a capacity of 210,000 bushels.

Herald. Weekly. Publishers, Herald Printing Co., Ltd. Est. 1902. Wednesday. Liberal. Subscription, $1.50 a year. 8 to 12 pages, 7 cols., 20 inches. Circulation . No report

Review. Weekly. Publisher, T. H. B. McCullough. Est. 1912. Wednesday, Independent. Subscription, $2.00 a year. 8 to 16 pages, 7 cols., 20 inches. **Average sworn circulation for year ending Sept. 30th, 1923 . . . . . 1,432**
100"—$30.00. 400"—$100.00. 1,000"—$250.00.

WHITEWOOD, pop. 499. District—Qu'Appelle. 103 miles east of Regina. Railroad—C.P. Bank—Mtl. Nearby Towns—Wapella 7 miles, Broadview 16 miles. Country adapted for grain growing and mixed farming. Industries—two repair shops, two lumber yards, two implement warehouses and three grain elevators.

Herald. Weekly. Publisher, John Scott. Est. 1892. Thursday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches. Circulation . . . . . ¾ M.

WILKIE, pop. 778. District—Battleford. 218 miles northwest of Regina. District headquarters of the Royal Canadian Mounted Police. Railroad—C.P. Banks—Imp., Union.

WILKIE—(Continued)
Nearby Towns—Battleford 29 miles, Traynor 18 miles. Country adapted for wheat growing and mixed farming. Industries—machine shop, electric power plant, creamery, elevators and railroad divisional and repair shops.

Press. Weekly. Publishers, E. N. Carter. Est. 1908. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 21½ inches.

WINDTHORST, pop. 230. District—Qu'Appelle. 82 miles east of Regina. Railroad—C.P. Bank—Union. Nearby Town—Kipling 10 miles, Bender 16 miles. Country adapted for mixed farming. Industries—lumber yard and elevator.

Independent. Weekly. Publisher, E. H. Battely. Est. 1908. Friday. Independent. Subscription, $1.50 a year. 8 pages, 6 cols., 20 inches.

WOLSELEY, pop. 956. District—Qu'Appelle. 62 miles west of Regina. Railroad—C.P. Banks—Tor., Union. Nearby Towns—Sintaluta 9 miles, Indian Head 20 miles. Country adapted for farming. Industries—C.P.R. roundhouse and nursery, lumber yard, and four grain elevators with a capacity of 120,000 bushels.

News. Weekly. Publisher, T. E. Scriver. Est. 1899. Wednesday. Independent. Subscription, $1.50 a year. 8 pages, 7 cols., 21¾ inches. Circulation . . . 1M.
100"—$30.00. 400"—$92.00. 1,000"—$210.00.

WYNYARD, pop. 849. District—Humboldt. 91 miles north of Regina, near the Big Quill Lake. Divisional point on C.P.R. Banks—Mtl., Imp. Judicial centre. Colleges, etc.—Public and High School. Nearby Towns—Progress 8 miles, Product 13 miles. Country adapted for grain growing and stock raising. Industries—lumber yards and three elevators.

Advance. Weekly. Publisher, Sveinn Oddsson. Est. 1911. Wednesday. Independent. Subscription, $2.00 a year. 4 pages, 6 cols., 19½ inches. Circulation . No report
100"—$35.00.

YELLOW GRASS, pop. 468. District—Weyburn. 49 miles south of Regina. Railroad—C.P. Banks—Com., Weyburn Security. Nearby Towns—Weyburn 18 miles, Lang 12 miles. Country adapted for mixed farming. Natural Resources—fire clay. Industries—grain elevators, lumber yards and chopping mill.

Herald. Weekly. Publishers, Clark Bros. Est. 1910. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19½ inches. Circulation . . . . . ½ M.
100"—$12.75. 400"—$51.00.

YORKTON, pop. 5,155. District—Mackenzie. 140 miles northeast of Regina. Railroads—C.P., C.N. Banks—Com., Imp., Roy., Tor., Union, Mtl. Colleges, etc.—St. Joseph's College, Business College, Collegiate Institute. Wholesale distributing centre for Eastern Saskatchewan. Nearby Towns—Melville 30 miles, Saltcoats 23 miles. Country adapted for grain growing and mixed farming. Industries—two creameries, two brick yards, gas and aerated water works, sash and door factory, tannery, cereal, flour and planing mills, implement warehouses, nine grain elevators, marble works and nurseries.

Enterprise. Semi-weekly. Publishers, Enterprise Pub. Co., Ltd. Est. 1896. Tuesday and Friday. Independent. Subscription, $2.00 a year. 12 to 20 pages, 7 cols., 20 inches.
Average sworn circulation for year ending Dec. 31, 1923. 2,935
100"—$30.00. 400"—$120.00. 1,000"—$250.00.

Yorkton is the fifth largest centre in Saskatchewan and The Enterprise reaches 85% of the homes within 30 miles of Yorkton. All home print—all home news—and all home advertising makes The Enterprise the paper with a district-wide circulation without which the bulk of Yorkton buying population canont be reached. Every attention is given to National Advertisers—excluding Patent Medicines—which are not accepted. (Publisher's Statement.)

YORKTON—(Continued)

Press. Weekly. Publishers, J. A. Peter and J. V. Frawley. Est. 1915. Thursday. Independent-Liberal. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches.
100"—$40.00.

YOUNG, pop. 310. District—Humboldt. 117 miles northwest of Regina. Railroad—C.N. Bank—Royal. Nearby Towns—Watrous 14 miles, Allan 16 miles. Lake Manitou, 3 miles distant, is a popular summer and health resort. Country adapted for grain growing and stock raising. Industries—two lumber yards, saw mill and three elevators.

Journal. Weekly. Publisher, W. C. Needham. Est. 1912. Thursday. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 20 inches. Circulation . . ½ M.
100"—$35.00. 400"—$120.00. 1,000"—$220.00.

ZEALANDIA, pop. 245. District—Kindersley. 57 miles southwest of Saskatoon. Railroad—C.N. Bank—Roy. Nearby Towns—Pym 7 miles, Sovereign 8 miles. Country adapted for wheat growing and mixed farming. Industries—grist mill, elevator and lumber yards.

News. Weekly. Publisher, A. L. Poole. Est. 1919. Independent. Subscription, $2.00 a year. 8 pages, 6 cols., 19½ inches. Circulation . . . . . ¼ M.
100"—$25.00. 400"—$100.00. 1,000"—$250.00.

YUKON TERRITORY

Area—207,076 square miles, of which 649 are water area.

The Yukon Territory comprises that part of the unsurveyed northwestern parts which is bounded on the west by Alaska, on the south by the Province of British Columbia, while the watershed of the tributaries of the Mackenzie River marks the eastern boundary. It is governed by a commissioner named by the Dominion Government following an Act of the Canadian Government in 1898. Most of the drainage of the inland is gathered in the numerous streams tributary to the Yukon River. The region is subject to long and intensely cold winters and short summers. Mining is the only industry followed, chiefly gold mining, in the Klondike, and no further development can take place until the transportation facilities are improved. Grazing and dairying, already followed to some extent, may develop. Experiments are now being carried on to determine what crops are best suited to the soil and conditions. Large forests are to be found, but lumbering has hardly begun. Dawson City, the centre of the gold-fields and seat of the Government, is the only place of importance. From this point, a fleet of small boats carry the traffic between Dawson City and the terminus of the White Horse Railway—the only one serving the country and running from Skagway to White Horse.

DAWSON CITY, pop. 3,013. Seat of Territorial Government. Situated on the Yukon River, at the mouth of the Klondike, and 548 miles north of Skagway. It is the commercial centre of the Klondike gold-fields. Steamboat connections with Seattle. Banks—Mtl., Com. Natural Resources—gold, coal, and furs. Industries — Canadian Klondyke Power Co., Ltd.; Dawson Electric Light & Power Co., Ltd.; Klondike Thawing Machine Co., mining machinery; Northern Light, Power & Coal Co., Ltd.; O'Brien Brewing & Malting Co., Ltd.; Yukon Saw Mill Co.; Yukon Telephone Syndicate, Ltd.

News. Daily. Publishers, Dawson News Publishing Co., Ltd. Est. 1899. Evening. Independent. Subscription, $24.00 a year. 4 to 8 pages, 7 cols., 22 inches.

News. Weekly. Official Gazette. Publishers, Dawson News Publishing Co., Ltd. Est. 1899. Friday. Official. Subscription, $12.00 a year. 16 pages, 6 cols., 20 inches .

NEWFOUNDLAND

Area—207,076 square miles of which 649 are water area.

Population—Census 1911 242,619

Principal Cities and Towns:

	Census 1911	Present Estimate
St. John's	32,292	40,000
Twillingate	3,348	.....
Bonavista	3,911	.....
Carbonear	3,540	.....

For the year ended June 30, 1923, the value of the export trade was nearly $21,000,000, and of this total over $12,000,000 was contributed by the fisheries, $5,400,000 by the pulp and paper industry, $1,800,000 by the mines, and $950,000 by forest products.

The total catch of cod-fish for the year was 103,000,000 lbs. The chief markets for this fish are Spain, Portugal, Italy and Greec, and the West Indies and Brazil.

Newfoundland fish of all kinds to the xetent of over 148,000,000 lbs. and valued at more than $10,000,000 were exported.

Subsidiary to the cod-fishing industry is the production of cod liver oil and cod oil. About 51,000 gallons of the former, and some 1,320,000 gallons of the latter were exported. Close on seventeen thousand craft of all kinds and sizes engage in the cod fishing off the Newfoundland shore, the bank fishery, and the Labrador fishery yearly.

Herrings are caught on the West Coast, and the annual average cureamounts at the present time to 20,000 barrels of salt, bulk and frozen herrings, and 80,000 barrels of pickled herring.

Lobster canneries have been established at many of the fishing stations and about half a million tins are exported yearly.

Two varieties of seals visit the coast of the Island, the "harps" and the "hoods." Both these varieties are hair seals, and from their skins a high-grade leather is made which is used for the manufacture of fancy leather goods. Seal oil of a very fine quality is also manufactured at St. John's, which is used as an illuminant in coal mines, and for edible and medicinal purposes.

Newfoundland presents unrivalled facilities for the prosecution of pulp and paper manufacture. There are immense areas covered with spruce and fir, easily accessible, and generally well watered. The spruce timber of Newfoundland is said to yield more pulp per cord than the Canadian spruce. Owing to the physical feature of the country—the large rainfall and the small evaporation—the minimum flow of the streams is much more uniform in Newfoundland than in many sections of Canada.

At Bell Island, Conception Bay, a most valuable iron mine is being worked by the Nova Scotia Steel Co., and the Dominion Iron & Steel Co. The ore lies in two beds, the lower one averaging 6½ feet thick, th upper one averaging about 5½ feet. It has been estimated that 40,000,000 tons are in sight.

Besides iron, there is copper and other minerals, as well as roofing slate, marble and gypsum, petroleum, coal, etc.

Newfoundland has stronger claims to the title of Sportman's Paradise than any of the famous fishing and game preserves of the American continent.

Newfoundland salmon, river trout and sea trout are the gamiest fish known.

Fishing is the rivers of Newfoundland is open to all anglers. No rivers are leased. There is scarcely a stream in the island that does not contain salmon and trout. All the visiting angler has to do is to select his stream and the desired spot, joint his rod and set to work whipping the waters.

Commencing about the middle of June and continuing during the months of July, August and part of September, no angler who visits Newfoundland in search of sport can fail to find it.

Newfoundland offers a good field to the advertiser in many lines, as there is practically no manufacturing on the island, and the increasing prosperity of its fishing, mining and pulp workers is creating a demand for many articles which before found but little scale. At the present time the only daily papers printed in the colony are printed at St. John.

BAY ROBERTS, pop. 2,230. District of Harbor Grace. 60 miles west of St. John's. Western Union cable station. Railway—Newfoundland Government. Bank — N.S. Country adapted for farming, fishing, lumbering and copper mining. Industries—woodworking factory, boat building yards and three lumber mills.

Guardian. Weekly. Publisher, C. E. Russell. Est. 1909. Saturday. Independent. Subscription, $1.00 a year. 4 pages, 7 cols., 20 inches. Circulation . . . . . ½ M.

The one and only way to successfully reach the people residing in and around Bay Roberts is through the Weekly Guardian—the only weekly published in this place. With its circulation of over 500, it practically covers every worth-while home in this prosperous section of Newfoundland, and goes into many houses elsewhere around the country. The people residing there are largely influenced by the advertising which appears in their local weekly. (Publisher's Statement.)

CURLING, pop. 1,000. District—Bay of Islands. 406 miles west of St. John's. Railroad—Newfoundland Government. Steamers from St. John's, Montreal and Halifax during summer months. Bank—Mtl. Colleges, etc.—Curling High School, St. Patrick's Superior School. Nearby Towns — Bonne Bay 50 miles, Lake Harbor 20 miles. Natural Resources—fish, lumber, slate, copper and marble. Country adapted for salmon fishing, fox ranching, cariboo hunting, fruit growing and general agriculture. Industries—Eugene Bagg, Ltd., fish; Basha & Sons, fish; Bay of Islands Fisheries Co.; A. Fleet & Co., fish; C. E. Parsons, lumber.

Western Star. Weekly. Publishers, Star Publishing Co., Ltd. Est. 1900. Wednesday. Independent. Subscription, $1.25 a year. 4 to 8 pages, 7 cols., 20 inches.
Circulation . . . . . ¾M.
100"—$25.00. 400"—$72.00. 1,000"—$150.00.

HARBOR GRACE, pop. 3,850. District—Harbor Grace. 84 miles northwest of St. John's by rail, 36 by sea. Fine large harbor, situated on Conception Bay. Port of call for Labrador steamers. Dry dock. Railroad—Newfoundland Govt. Bank—N.S. Colleges, etc.—High School, R. C. Academy, Convent, Presbyterian and Methodist Superior Schools. Country adapted for farming. Natural Resources—fish and timber. Industries—E. Simmons, fish; Harbor Grace Clothing Co., Ltd.; Harbor Grace Oiled Clothing Co.; Murray & Crawford, seal and seal oil; W. A. Mumm, cod oil refinery; C. D. Garland & Son, cooperage. Station Imperial Cable Service. All Red route.

Standard and Conception Bay Advertiser. Weekly. Publishers, Munn & Oke. Est. 1859. Friday. Independent-Liberal. Subscription, $1.00 a year. 4 pages, 7 cols., 20 inches. Average circulation for year ending Dec. 31st, 1923 1,000
100"—$20.00. 400"—$80.00. 1,000"—$200.00.

THE EVENING ADVOCATE

THE WEEKLY ADVOCATE

These two publications are the greatest advertising mediums in Newfoundland.

They have a combined circulation in St. John's and throughout the Island of about 12,000 subscribers.

The Weekly Advocate is published in the interest of the Fishermen's Protective Union.

Advertising rate card and other information gladly forwarded upon request.

Union Publishing Co., Limited.

ST. JOHN'S - - NEWFOUNDLAND

ST. JOHN'S, pop. 35,000. District—St. John's. Capital of Newfoundland and the principal city of the island. Splendid landlocked harbor. The most easterly seaport of North America, distant from Liverpool only 1,929 miles. Railroad —Newfoundland Govt. Banks—Mtl., Roy., N. S., Com., Newfoundland Savings. Colleges, etc.—Bishop Field College, Bishop Spencer College, St. Bonaventure College, Methodist College and Presbyterian College. Natural Resources—copper, fish, lumber and pulpwood. Industries—Avalon Telephone Co., Ltd.; Ayre & Sons, Ltd., fish; Baine Johnson & Co., fish; James Baird, Ltd., fish; Bell Island Transportation Co., Ltd.; Bennett Brewing Co., Ltd.; J. Boggan, cooper; Bowring Bros., Ltd., fish; Brehm Mfg. Co., butterine; British Aerated Water Co.; British Clothing Co., Ltd., overalls; G. Browning & Son, bakery; George J. Carter, fish; F. J. Chislett, marble works; E. Collishaw, lumber; Colonial Cordage Co., Ltd.; G. H. Gaden, aerated waters; Wm. Heap & Co., Ltd.; engineers; Hearn & Co., butterine; Horwood Lumber Co., Ltd.; Imperial Tobacco Co. of Newfoundland, Ltd.; Job Bros. Co., Ltd., fish; Lawrence Newfoundland Co., Ltd., paper; McKeen & Co., tannery; M. E. Martin, lumber; The I. C. Morris, sailworks; Muir's Marble Works; Newfoundland Boot & Shoe Mfg. Co., Ltd.; Newfoundland Brewery, Ltd.; Newfoundland Clothing Co., Ltd.; Newfoundland Consolidated Foundry Co., Ltd.; Newfoundland Knitting Mills; Parker & Monroe, Ltd., shoes; Pope's Furniture & Mattress Factory; Reid-Newfoundland Co., Ltd.; St. John's Floating Drydock Co., Ltd.; St. John's Gas Light Co., Ltd.; St. John's Nail Mfg. Co., Ltd.; Standard Mfg. Co., Ltd.; Whiteley & Sons, fish.

Advocate. Daily. Publishers, Union Publishing Co., Ltd. Est. 1908. Evening. Unionist. Subscription, $2.00 a year. 8 pages, 7 cols., 20 inches. Circulation . . 6 M.

No advertiser can expect to thoroughly cover Newfoundland unless he uses The Evening Advocate and The Weekly Advocate. These two publications number amongst their subscribers some of the most prosperous people on the Island. Combined, they are the greatest advertising mediums in Newfoundland. To the advertiser seeking to

ST. JOHN'S—(Continued)

cover this fertile territory, The Evening Advocate and The Weekly Advocate are indispensable. They are both well edited, well printed and newsy publications. (Publisher's Statement.)

Advocate. Weekly. Publishers, Union Publishing Co., Ltd. Est. 1908. Friday. Subscription, 80 cents a year. 8 pages and more, 7 cols., 20 inches. Circulation . 5 M.

Mail. Daily. Publishers, Newfoundland Publishers, Ltd. Est. 1923. Evening. Independent. Subscription, $4.00 a year. 8 pages, 8 cols., 21½ inches.
Circulation . . . . . See Note A.

News. Daily. Publishers, Robinson & Co., Ltd. Est. 1894. Morning. Liberal-Conservative. Subscription, $6.00 a year. 8 to 16 pages, 7 cols., 21½ inches. Average circulation for year ending Dec. 31st, 1923 6,525
Publishes also The Free Press.
100"—$30.00. 400"—$100.00. 1,000"—$200.00.

Telegram. Daily. Publishers, The Evening Telegram, Ltd. Est. 1878. Evening. Independent. Subscription, $6.00 a year. 10 to 16 pages, 8 cols., 21 inches. Average circulation for year ending Dec. 31st, 1923 8,512
100"—$32.00. 400"—$112.00. 1,000"—$200.00.

Free Lance. Weekly. Publishers, Trade Printers and Publishers, Ltd. Est. 1922. Saturday. Independent. Subscription, $2.00 a year. 16 pages, 4 cols., 15½ inches.

Free Press. Weekly. Publishers, Robinson & Co., Ltd. Est. 1901. Tuesday. Liberal-Conservative. Subscription, $1.50 a year. 8 pages, 7 cols., 21½ inches. Circulation 2½M.
100"—$25.00. 400"—$80.00. 1,000"—$150.00.

Royal Gazette. Weekly. Publisher, Trade Printers and Publishers, Ltd. Est. 1807. Tuesday. Official. Subscription, $4.20 a year. 4 pages, 4 cols., 16 inches.
Inserts official advertisements only.

Trade Review. Weekly. Publishers, Trade Review Publishing Co. Est. 1892. Saturday. Commercial. Subscription, $1.00 a year. 4 pages, 7 cols., 22 inches.
100"—$50.00.

Colonial Commerce. Monthly. Publishers, Trade Review Publishing Co. Est. 1915. End of month. Commercial. Subscription, $1.50 a year. 40 pages, 2 cols., 10 inches.

Diocesan Magazine. Monthly. Publishers, Church of England, Synod of Newfoundland. Est. 1887. 1st of month. Religious. Subscription, 50 cents a year. 32 pages, 2 cols., 8½ inches.

Newfoundland Methodist Monthly Greeting. Monthly. Publishers, Methodist Conference. Est. 1888. 10th of month. Religious. Subscription, 50 cents a year. 48 pages, 2 cols., 8 inches.

People. Monthly. Publishers, The Trade Printers and Publishers, Ltd. Est. 1896. 1st of month. Non-political, Subscription, 30 cents a year. 28 pages, 2 cols., 10 inches.

Newfoundland Quarterly. Publisher, John J. Evans. Est. 1901. About the 15th of March, June, September and December. Local. Subscription, 80 cents a year. 56 pages, 2 cols., 10 inches. Circulation . . . . . 2 M.
One page, one time—$30.00.

TWILLINGATE, pop. 3,450. District—Twillingate. 200 miles northwest of St. John's. Regular bi-weekly steamship service with St. John's and other places. Bank—N.S. Colleges, etc.—St. Peter's High School, Methodist Superior College. Nearby Towns—Tilt Cove 25 miles, Lewisport 35 miles, Grand Falls, 60 miles. Natural Resources—copper, codfish and lumber. Industries—pulp and paper mills.

Sun and Northern Weekly Advocate. Weekly. Publisher, Robert Stewart. Est. 1880. Saturday. Independent. Subscription, $1.20 a year. 4 pages, 7 cols., 21½ inches. Circulation . . . . . ¾ M.

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CLASSIFIED DIRECTORY

AGRICULTURAL, HORTICULTURAL, DAIRYING, ETC.

The majority of weekly newspapers devote considerable attention to agricultural matters, but this list only embraces the publications particularly devoted to agricultural matters and kindred subjects.

Alberta—

Calgary	Alberta Farmer	W.
	Farm and Ranch Rev.	S.-M.
	U. F. A.	S.-M.
Camrose	Victorian Farmer	W.
Edmonton	Journal Farm Weekly	W.
Lethbridge	Irrigation Rev.	M.

British Columbia—

Vancouver	Farm and Home	W.
	Country Life in British Columbia	M.
Victoria	Agricultural Journal	M.

Manitoba—

Brandon	Can. Aberdeen-Angus Recorder	Q.
Winnipeg	Grain Trade News	W.
	Free Press and Prairie Farmer	W.
	Canadian Farmer (Ruthenian)	W.
	Grain Growers' Guide	W.
	Nor' West Farmer	S.-M.
	Can. Power Farmer	S.-M.
	Western Gardener and Beekeeper	M.

New Brunswick—

Sussex	Maritime Farmer	S.-M.

Ontario—

Guelph	Herefords	M.
	Ont. Agric. Coll. Review	M.
	Ont. Milk Producers' Mag.	M.
London	Farmer's Advocate	W.
Meaford	Under the Tryer	M.
Ottawa	Ottawa Farm Journal	S.-W.
	Agric. Gazette of Canada (French and English.)	S.-M.
	Ill. Can. Forestry and Outdoors	M.
	Scientific Agriculture	M.
Peterboro	Canadian Florist	F.
	Farm and Dairy	S.-M.
	Canadian Horticulturist	M.
Toronto	Canadian Farmer	W.
	Canadian Countryman	W.
	Farmers' Sun	W.
	Can. Dairy and Ice Cream Journal	M.
	Unit. Farmers' Co-operative Digest	M.

Prince Edward Island—

Summerside	Island Farmer	W.
	P. E. I. Agriculturist	W.

Quebec—

Huntingdon	Can. Ayrshire Rev.	M.
Isle Verte	L'Action Locale	W.
Montreal	Bulletin des Agriculteurs	W.
	Patrie	W.
	Presse	W.
	Family Herald and W. Star	W.
	Witness and Can. Homestead	W.
	Journal d'Agriculture	M.
	Journal of Agriculture	M.
	Union Agricole	M.
Quebec	Bulletin de la Ferme	W.
St. Anne de Bellevue	Macdonald Coll. Mag.	Q.
	United Farmers' Guide	S.-M.

Saskatchewan—

Regina	Der Courier (German)	W.
	Saskatchewan Farmer	M.
Saskatoon	Progressive	W.

ARCHITECTURAL
(See Building and Contracting)

ATHLETIC
(See Travel and Sport)

BROTHERHOOD
(See Fraternal)

BUILDING AND CONTRACTING

Manitoba—

Winnipeg	Western Can. Contractor	M.

Ontario—

Toronto	Contract Record	W.
	Sanitary Engineer, Plumber and Steamfitter of Canada	S.-M.
	Construction	M.
	Contractor	M.
	Journal of the Royal Architectural Institute of Can.	Q.

Quebec—

Montreal	Building News	M.

CHEMICAL
(See Medical, Dental, etc.)

COLLEGIATE AND EDUCATIONAL

Alberta—

Edmonton	Gateway	W.
	Alta. Teacher's Alliance Mag.	M.

British Columbia—

Vancouver	Ubyssey	W.
Victoria	B. C. Teacher	M.

Manitoba—

Winnipeg	Manitoban	W.
	Vox Wesleyana	M.
	Western School Journal	M.
	Johnian	Q.

New Brunswick—

Fredericton	Brunswickan	M.
	Educational Review	M.
Sackville	Argosy	W.
	Argosy	Q.

Nova Scotia—

Antigonish	Xaverian	M.
Halifax	Dalhousie Gazette	W.
Windsor	King's College Record	M.
Wolfville	Acadia Athenaeum	M.

Ontario—

Guelph	Ont. Agri. College Review (Dated in London)	M.
Kingston	Queen's University Journal	S.-W.
	Queen's Quarterly	Q.
	Royal Military Coll. Rev.	½ Yearly
London	West. U. Gazette	W.
Ottawa	Can. Nation	S.-M.
Port Perry	Can. School Board Journal	M.
St. Catharines	Acta Ridleiana	3ti. Year
Toronto	Varsity	D.
	Canadian Teacher	Every 19 Days
	Acta Victoriana	M.
	Hya Yaka	M.
	McMaster Univ. Monthly	M.
	School	M.
	Trinity Univ. Review	M.
	University Monthly	M.
	Can. Historical Rev.	Q.
Whitby	Vox Collegii	M.

Quebec—

Montreal	McGill Daily	D.

Montreal	Quartier Latin	W.
	Teachers' Magazine	Q.
	McGill News	Q.
Quebec	Beret	W.
	Enseignement Secondaire	S.-M.
	Enseignement Primaire	M.
	Educational Record	Q.
Ste. A. de Bell.	McDonald Coll. Magazine	Q.
Stanstead	Stanstead Coll. Mag.	Q.

Saskatchewan—

Saskatoon	Sheaf	W.

COMMERCIAL, FINANCIAL, INSURANCE, ETC.

Alberta—

Calgary	Westerner	B.-W.
	Market Examiner	W.
	Commercial Review	M.

British Columbia—

Vancouver	Journal of Commerce and Building Record	T.-W.
	B. C. Financial Times	S.-M.
	Balance	M.
	Ind. Progress and Com. Record	M.

Manitoba—

Winnipeg	Canadian Finance	S.-M.
	Commercial	M.
	Waghorn's Guide	M.

New Brunswick—

St. John	Business Review and Maritime Retailer	M.

Nova Scotia—

Halifax	Maritime Merchant	F.
	Commercial News	M.

Ontario—

Toronto	Canadian Insurance	W.
	Financial Post	W.
	Monetary Times	W.
	Bank Directory	M.
Toronto	Bulletin	M.
	Economist	M.
	Ins. and Financial Review	M.
	Life Underwriters' News	M.
	Jour'l of the Can. Bankers' Ass'n	Q.

Quebec—

Montreal	Chronicle	W.
	Financial Times	W.
	Information	W.
	Journal of Commerce	W.
	Moniteur du Commerce	W.
	Prix Courant	W.
	Ship'g. Reg. & Travel Guide	W.
	Trade Bulletin	W.
	Weekly Tariff Intelligence	W.
	Bulletin Mensuel de la Chambre de Commerce française de Montréal	M.
	Can. West India Magazine	M.
	Bulletin de la Chambre de Commerce du dist. de Mont	M.
	Greater Montreal	M.
	Iron and Steel of Canada	M.
	Jour'l. of the Can. Bankers' Ass'n	Q.
Quebec	Semaine Commerciale	W.

Saskatchewan—

Saskatoon	Retailer	M.

Newfoundland—

St. John's	Trade Review	W.
	Colonial Commerce	M.

CONTRACTING

(See Building and Contracting)

DAIRYING

(See Agricultural, Horticultural, etc.)

DENTAL

(See Medical, Chemical, etc.)

DOGS
(See Poultry and Pet Stock)

DRUGS
(See Medical, Chemical, etc.)

DRY GOODS
(See Trade and Technical)

EDUCATIONAL
(See Collegiate and Educational)

ELECTRICAL AND ENGINEERING

Manitoba—
Winnipeg.....Electrical West .....M.

Ontario—
Toronto.....Canadian Engineer .....W.
Cont. Rec. and Eng. Review.....W.
Electrical News .....S.-M.
Power House .....S.-M.
Can. Chemistry & Metallurgy .....M.
Can. Welding Journal .....M.

Quebec—
Montreal.....Engineering Journal .....M.

ENTOMOLOGICAL
(See Scientific and Entomological)

FARM IMPLEMENTS AND MACHINERY

Manitoba—
Winnipeg.....Can. Farm Implements .....M.
Can. Power Farmer .....M.

Ontario—
Toronto.....Can. Mach. and Mfg. News.....W.

FINANCIAL
(See Commercial, Insurance, etc.)

FRATERNAL AND BROTHERHOOD

Alberta—
Edmonton.....Alberta Oddfellow .....M.

British Columbia—
Vancouver.....B. C. Monthly .....M.
Square .....M.

Manitoba—
Winnipeg.....W. Can. Oddfellow .....M.
Fireman's Magazine .....Q.

Ontario—
Guelph.....Canadian Forester .....M.
Canadian Oddfellow .....M.
Chosen Friend .....M.
Home Circle Leader .....M.
Kingston.....Canadian .....M.
London.....Ancient Forester .....M.
Canadian Woodman .....M.
Orillia.....Canadian Workman .....M.
Ottawa.....Can. Railroad Employees .....M.
Prévoyant .....Every second month
Toronto.....Sentinel .....W.
Dom. Ind. Oddfellow .....M.
Forester .....M.
Fourth Degree .....M.
Freemason .....M.
Masonic Sun .....M.
Sons of England Record .....M.
Social Welfare .....M.
Echoes .....Q.

Quebec—
Montreal.....Artisan .....M.
Bonne Parole .....M.

FURNITURE AND UPHOLSTERING
(See Trade and Technical)

GAS
(See Oil and Gas)

GROCERY
(See Trade and Technical)

HARDWARE
(See Trade and Technical)

HORTICULTURAL
(See Agricultural, Dairying, etc.)

HOUSEHOLD
(See Literary, Society, etc.)

INSURANCE
(See Commercial, Financial, etc.)

JEWELRY
(See Trade and Technical)

LABOR

Alberta—
Edmonton.....Alberta Labor News .....W.

British Columbia—
Vancouver.....B. C. Federationist .....W.

Manitoba—
Winnipeg.....One Big Union .....W.
Ukranian Labor News .....W.
Western Labor News .....W.
Payroll and Labor Legislation Rev..M.

Nova Scotia—
Glace Bay.....Maritime Labor Herald .....W.
Halifax.....Citizen .....W.
Stellarton..... Worker's Weekly .....W.

Ontario—
Hamilton.....Labor News .....M.
Can. Labor World .....M.
Ottawa.....Canadian Labor Press .....S.-M.
Can. Congress Journal .....M.
Can. Railroad Employees .....M.
Labour Gazette .....M.
Toronto.....Industrial Banner .....W.
Can. Trade Unionist .....M.
Labor Leader .....W.

Quebec—
Montreal.....Canadian Railroader .....Q.
Labor World .....W.
Monde Ouvrier .....W.
Guide .....M.
Quebec.....Travailleur .....W.
Shawinigan FallsReview .....S.-M.

LEATHER
(See Trade and Technical)

LEGAL

Alberta—
Calgary.....Western Reports .....W.

Ontario—
Toronto.....Can. Bar Rev. .....M.

Quebec—
Montreal.....Quebec Practice Reports .....M.
Revue de Jurisprudence .....M.
Revue Legale .....M.
Sorel.....News .....W.

LIQUOR AND TOBACCO
(See Trade and Technical)

LITERARY, HOUSEHOLD AND SOCIETY

British Columbia—
Vancouver.....John Bull Junior .....W.
Western Woman's Weekly .....W.
B. C. Ladies' Mirror .....S.-M.

Manitoba—
Winnipeg.....Winnipeg Mirror .....W.
Western Home Monthly .....M.

New Brunswick—
Moncton..... Clarion .....W.

Ontario—
Ottawa.....Annales .....M.
Toronto.....Jack Canuck .....W.
News Mirror .....W.

Toronto	Once-a-Week	W.
	Saturday Night	W.
	Star	W.
	Sunday World	W.
	MacLean's Magazine	S.-M.
	Canadian Bookman	M.
	Can. Forum	M.
	Canadian Home Journal	M.
	Canadian Magazine	M.
	Goblin	M.
	Maple Leaf	M.
	National Life	M.
	National Progress	M.
	Butterick Fashions	Q.
	Canadian Fashion	Q.
	Can. Historical Rev.	Q.
	Designer Fashions	Q.
Quebec—		
Levis	Bulletin des Recherches Historiques	M.
Montreal	Journal Littéraire	W.
	Samedi	W.
	Standard	W.
	World Wide	W.
	Oiseau Bleu	M.
	Revue Nationale	M.
	Revue Moderne	M.
	Revue Populaire	M.
	Roman Canadienne	M.
	Semeur	M.
Quebec	Canada Français	M.
	Terroir	M.
Saskatchewan—		
Govan	West'n Woman and Rural Home	M.
Newfoundland—		
St. John's	People	M.
	Nfld. Quarterly	Q.

LIVE STOCK

(See Agricultural, Horticultural, etc.)

LUMBERING

(See Mining and Lumbering)

MACHINERY

(See Farm Implements and Machinery)

MEDICAL, CHEMICAL, DENTAL, ETC.

British Columbia—		
Vancouver	Canadian Nurse & Hospital Rev.	M.
Victoria	B. C. Pharmaceutical Record	M.
Manitoba—		
Winnipeg	Western Druggist	M.
Ontario—		
Toronto	Druggists' Weekly	W.
	Canada Lancet	M.
	Canadian Druggist	M.
	Can. Journal of Med. and Sur.	M.
	Can. Med. Bulletin	M.
	Can. Pharmaceutical Journal	M.
	Canadian Practitioner	M.
	Can. Red Cross	M.
	Dom. Dental Journal	M.
	Hospital Buying	M.
	Hospital World	M.
	Oral Health	M.
	Retail Druggist	M.
	Pub. Health Journal	M.
Quebec—		
Montreal	Can. Med. Ass. Journal	M.
	Clinique	M.
	Indépendance Med.	M.
	Pharmaceutical Journal	M.
	Revue Dentaire Canadienne	M.
	Union Medicale	M.

MILITARY

British Columbia—		
Vancouver	B. C. Veteran's Weekly	W.

Manitoba—
Winnipeg.....Manitoba Veteran .....M.

Ontario—
Ottawa.....Can. Military Gazette .....S.-M.
Toronto.....Veteran .....S.-M.
Khaki Call .....M.
Sailor .....M.

Quebec—
Montreal.....Army and Navy Mag.....M.

MINING AND LUMBERING

Alberta—
Carbon.....Chronicle .....W.

British Columbia—
Vancouver.....Oil and Mining Record .....W.
Mining and Engineering Record..S.-M.
B. C. Lumberman .....M.
Western Canada Mining .....M.
Western Lumberman .....M.

Manitoba—
Winnipeg..... Br. Am. Lumberman .....M.
Prairie Lumberman ..... M.
Western Canada Coal Review.....M.

Nova Scotia—
Halifax.....Industrial Advocate .....M.
Stellarton..... Maritime Mining Record .....S.-M.

Ontario—
Cobalt.....Mining News .....W.
Northern Miner .....W.
Ottawa.....Ill. Can. Forestry and Outdoors....M.
Toronto.....Can. Gold Rev. .....S.-M.
Canadian Lumberman .....S.-M.
Lumber World .....M.

Quebec—
Montreal.....Pulp and Paper Magazine .....W.
Mining Journal .....W.
Monthly Bulletin .....M.
Montreal.....Bulletin of the Can. Inst. of Mining and Metallurgy .....M.
Lumber News of Can. .....M.

MISCELLANEOUS

Alberta—
Calgary.....Eye Opener .....S.-M.

Manitoba—
Winnipeg.....Once a Week (Theatrical).....W.
Slim's .....M.

New Brunswick—
Sackville..... Busy East of Canada (Maritime Development) .....M.

Nova Scotia—
Kentville..... X-Ray .....M.

Ontario—
Belleville..... Canadian (Interests of the Deaf).S.-M.
Brantford..... Canadian Co-operator (Co-operative Trading) .....M.
Brockville..... Canadian Stamp Collector .....M.
Grimsby..... Can. Sportsman (Harness horse news) .....W.
Hamilton..... Building Better Business .....M.
Kitchener..... Stamp Herald .....M.
Peterborough.... Beekeeper .....B.-M.
Toronto..... Can. Moving Picture Digest .....W.
Marketing & Bus. Management.B.-M.
Business Methods .....M.
Canadian Child .....M.
Postal Journal of Canada .....M.
Square Deal (Tax Reform) .....Q.

Quebec—
Montreal..... Can. Monitor (Interest Can. Colored People) .....W.
Cinema .....W.
Studio .....W.
Ami des Sourd-Muets (Deaf Mutes).M.
Film .....M.
Quebec..... Abeille (Bee-keeping) .....M.

Saskatchewan—
Regina.....Co-operative News .....M.

MOTORING
(See Travel and Sport)

MOVING PICTURES
(See Miscellaneous)

MUNICIPAL

Manitoba—
Winnipeg.....West. Municipal News .....M.

Ontario—
St. Thomas.....Municipal World .....M.

Quebec—
Montreal.....Municipal Rev. .....M.
Revue Municipale du Canada .....M.

MUSIC

Ontario—
Toronto.....Can. Journal of Music .....M.
Can. Music Trades Journal .....M.
Musical Canada .....M.
Can. Bandsman and Orchestra Journal .....M.

Quebec—
Montreal.....Canada Musical .....S.-M.
Passe-Temps .....S.-M.

NURSING
(See Medical, Chemical, etc.)

OFFICIAL

Alberta—
Edmonton.....Alberta Official Gazette .....S.-M.

British Columbia—
Victoria.....B. C. Gazette .....W.

Manitoba—
Winnipeg.....Manitoba Gazette .....W.

New Brunswick—
Fredericton.....Royal Gazette .....W.

Nova Scotia—
Halifax.....Royal Gazette .....W.

Ontario—
Ottawa.....Canada Gazette .....W.
Can. Patent Office Record .....W.
Toronto.....Ontario Gazette .....W.

Prince Edward Island—
Charlottetown...Royal Gazette .....W.

Quebec—
Montreal.....Court House Journal .....D.
Quebec.....Gazette Officielle .....W.
(French and English.)

Saskatchewan—
Regina.....Saskatchewan Gazette .....S.-M.
Public Service Monthly .....M.

Yukon—
Dawson City....News .....W.

Newfoundland—
St. John's.....Royal Gazette .....W.

OIL AND GAS

Ontario—
Hamilton.....Interc. Gas Journal .....M.

OTHER LANGUAGES THAN ENGLISH

British Columbia— **Chinese**
Vancouver.....Tai-Hon Kong Bo .....D.
Victoria.....New Republic .....D.

Ontario—
Toronto.....Shing Wah .....D.

Ontario— **Danish**
Ottawa.....Danebrog .....W.

Ontario— **Finnish**
Port Arthur.....Can. Uutiset .....W.
Sudbury.....Vapaus .....T.-W.

French

Alberta—

Edmonton	L'Union	W.

Manitoba—

St. Boniface	Manitoba	W.
	Presse de St. Boniface	W.
Winnipeg	Liberté	W.
	L'Ami du Foyer	M.
	Les Cloches	M.

New Brunswick—

Edmundston	Le Madawaska	W.
Moncton	Acadien	S.-W.
	Evangeline	S.-W.

Ontario—

Eastview Centre	Messager de Marie	M.
Hawkesbury	Moniteur	W.
Oshawa	Les Signes du Temps	Q.
Ottawa	Droit	D.
	La Voix du Sol	W.
	Courrier Fédéral	W.
	Gazette d'Agriculture	B.-M.
	Annales	M.
	Courrier Can.	M.
	Prévoyant	Every second month
Sturgeon Falls	Le Nouvelle Ontario	W.

Quebec—

Amos	Gazette du Nord	W.
Arthabaska	Union	W.
Beauceville	Eclaireur	W.
Chicoutimi	Progrès du Saguenay	W.
	Echo Paroissial	M.
	Messager de St. Antoine	M.
Grand' Mère	Journal	W.
Hull	Bulletin Paroissial	W.
	Progrès de Hull	W.
	Spectateur	W.
Isle-Verte	L'Action Locale	W.
Joliette	Action Populaire	W.
	Etoile du Nord	W.
Lévis	Quotidien	D.
	Hebdomadaire	W.
	Journal de Fraserville	W.
	Bulletin des Recherches Historiques	M.
Montmagny	Courrier	W.
	Peuple	W.
	Sentinelle	W.
Montreal	Canada	D.
	Canada	W.
	Devoir	D.
	Devoir	W.
	Patrie	D.
	Patrie	W.
	Presse	D.
	Presse	W.
	Aurore	W.
	Autorité	W.
	Bulletin	W.
	Bulletin des Agriculteurs	W.
	Canard	W.
	Cinema	W.
	Croix	W.
	Information	W.
	Journal Littéraire	W.
	Mâtin	W.
	Minerve	W.
	Monde Ouvrier	W.
	Moniteur du Commerce	W.
	Nord de Montréal	W.
	Prix Courant	W.
	Quartier Latin	W.
	Samedi	W.
	Semaine Religieuse	W.
	Studio	W.
	Canada Musical	S.-M.
	Passe-Temps	S.-M.

Montreal	Ami des S.-M.	M.
	Ann. de Prêtres Ad.	M.
	Action Française	M.
	Artisan	M.
	Bonne Parole	M.
	Bulletin Mensuel de la Chambre de Commerce	M.
	Bulletin Eucharistique	M.
	Bulletin de la Cham. de Commerce	M.
	Bulletins Paroissiaux	M.
	Clinique	M.
	Film	M.
	Indépendance Med.	M.
	Journal d'Agriculture	M.
	Messager Can. du S.-C.	M.
	Oiseau Bleu	M.
	Petit Messager	M.
	Revue Dentaire Canadienne	M.
	Revue de Jurisprudence	M.
	Revue Franciscaine	M.
	Revue Légale	M.
	Revue Moderne	M.
	Revue Municipale du Canada	M.
	Revue Populaire	M.
	Roman Canadien	M.
	Semeur	M.
	Tempérance	M.
	Union Agricole	M.
	Union Médicale	M.
Quebec	Action Catholique	D.
	Action Catholique	W.
	Evénement	D.
	Evénement	W.
	Soleil	D.
	Soleil	W.
	Beret	W.
	Bulletin de la Ferme	W.
	Gazette Officielle	W.
	Homme Libre	W.
Quebec	Semaine Commerciale	W.
	Semaine Religieuse	W.
	Travailleur	W.
	Enseignement Secondaire	S.-M.
	Abeille	M.
	Apôtre	M.
	Annales de N. D. du S.C.	M.
	Automobile du Canada	M.
	Bulletin de la Société de Géographie de Québec	M.
	Canada Français	M.
	Enseignement Primaire	M.
	Fleurs de Charité	M.
	Naturaliste Canadien	M.
	Terroir	M.
	Union des Bulletins Paroissiaux	M.
	Croisé	Q.
Rimouski	Progrès du Golfe	W.
	Chez Nous	S.-M.
Rivière du Loup	St. Laurent	W.
Roberval	Colon	W.
Ste. Anne de B.	Annales	M.
St. Hyacinthe	Clairon	W.
	Courrier	W.
	Revue Domicaine	M.
	Rosaire pour Tous	M.
St. Jérome	Avenir du Nord	W.
St. Justin	Echo de St. Justin	M.
St. John	Canada Francais	W.
Shawinigan Falls	Echo de St. Maurice	W.
Sherbrooke	Tribune	D.
	Forum	W.
	Messager de St. Michel	W.
	Progrès de L'Est	W.
Sorel	Courrier	W.
	Gazette	W.
	Sorelois	W.
Thetford Mines	Canadien	W.
Three Rivers	Le Nouvelliste	D.

Three Rivers	Bien Public	S.-W.
	Flambeau	W.
Valleyfield	Progrès	W.
Verdun	Messager	W.
Waterloo	Journal	W.
Saskatchewan—		
Gravelbourg	Etoile	W.
Prince Albert	Patriote de l'Ouest	W.

German

Manitoba—		
Steinbach	Post	W.
Winnipeg	Nordwesten	W.
Saskatchewan—		
Muenster	St. Peter's Bote	W.
Regina	Der Courier	W.

Hebrew

Manitoba—		
Winnipeg	Israelite Press	S.-W.
Ontario—		
Toronto	Hebrew Journal	D.
	Can. Jewish Rev.	W.
Quebec—		
Montreal	Eagle	D.
	Can. Jewish Chronicle	W.
Saskatchewan—		
Kipling	Can. Magyarsag	W.

Icelandic

Manitoba—		
Winnipeg	Heimskringla	W.
	Logberg	W.
	Sameinigin	M.

Indian

Quebec—		
Ste. Anne de R.	Micmac Messenger	M.

Italian

Ontario—		
Niagara Falls	La Luce	M.
Toronto	Tribuna Canadiana	W.
Quebec—		
Montreal	Araldo Del Canada	W.
	Fiamme d'Italia	W.
	Italia	W.

Japanese

British Columbia—		
Vancouver	Tairiku Nippo	D.

Norwegian

British Columbia—		
Vancouver	Norseman	W.
Manitoba—		
Winnipeg	Norrona	W.

Polish

Manitoba—		
Winnipeg	Gazeta Katolicka	W.
	Polish Times	W.

Ruthenian

Manitoba—		
Winnipeg	Canadian Farmer	W.

Swedish

Manitoba—		
Winnipeg	Canada Posten	W.
	Svenska Tidningen	W.

Ukranian

Manitoba—		
Winnipeg	Canadian Ranok	W.
	Canadian Ukranian	W.
	Ukranian Voice	W.
	Ukranian Labor News	W.

PATENT INSIDES

Manitoba—
Winnipeg.....Winnipeg Newspaper Union List...W.

Ontario—
Toronto.....Wilson List .....W.

PHARMACEUTICAL
(See Medical, Chemical, etc.)

POULTRY, DOGS AND PET STOCK

British Columbia—
Victoria.....Can. Poultry World .....M.

Manitoba—
Winnipeg.....Western Gardener and Beekeeper..M.
Western Poultryman .....M.

Ontario—
Toronto.....Canadian Poultry Journal .....M.
Can. Poultry Review .....M.
Kennel and Bench .....M.

Quebec—
Montreal.....Pets Gazette .....M.

RADIO

Manitoba—
Winnipeg.....Radio Bug .....M.

Ontario—
Toronto.....Radio Broadcasting Program .....W.
Radio .....M.
Radio News of Canada .....M.
Radio Sales .....M.

RECREATION
(See Travel and Sport)

RELIGIOUS

Baptist

Manitoba—
Winnipeg.....West. Baptist .....M.

New Brunswick—
St. John.....Maritime Baptist .....W.

Ontario—
Toronto.....Can. Baptist .....W.
Baptist Visitor .....M.

Church of England

Nova Scotia—
Springhill.....Church Work .....S.-M.

Quebec—
Montreal.....Montreal Churchman .....M.
Quebec.....Diocesan Gazette .....M.
St. Johns.....Montreal Churchman .....M.

Newfoundland—
St. John's.....Diocesan Magazine .....M.

Ontario—
Sault Ste. Marie. Algoma Missionary News .....M.
Church Bells .....M.
Toronto.....Can. Churchman .....W.
Living Message .....M.
Ch. Home Dept. Quarterly .....Q.

Methodist

British Columbia—
Victoria.....West. Meth. Rec. .....M.

Manitoba—
Winnipeg.....Can. Ranok .....W.

New Brunswick—
Sackville.....Wesleyan .....W.

Newfoundland—
St. John's.....Nfld. Meth. Monthly Greetings....M.

Ontario—
Toronto.....Christian Guardian .....W.
Adult Class .....M.
Missionary Outlook .....M.
Monthly Letter .....M.

Miscellaneous

Manitoba—
Winnipeg.....Sameinigin (Lutheran) .....M.

Quebec—
Montreal.....Northern Messenger .....W.
Monthly Bulletin .....M.

Ontario—
Kingston.....Can. Lutheran .....M.
Maxville.....Can. Beaver Mag. .....M.
Meaford.....Shantyman .....M.
Niagara Falls...La Luce .....M.
Oshawa.....Can. Watchman .....M.
Toronto.....War Cry (Salvation Army).....W.
Young Soldier .....W.
Can. Congregationalist .....S.-M.
Can. Disciple .....M.
Can. Student .....M.
China's Millions .....M.
Evang. Christ'n & Miss. Witness...M.
Lord's Day Advocate .....M.
Teachers' Assistant .....M.
Intermediate Quarterly .....Q.
Primary Quarterly .....Q.
Senior Quarterly .....Q.
Teachers' Monthly .....M.

Presbyterian

Manitoba—
Winnipeg.....Can. Ranok .....W.

Quebec—
Montreal.....Presbyterian Record .....M.

Ontario—
Toronto.....East and West .....W.
Presbyterian Witness .....W.
Missionary Messenger .....M.
Pathfinder .....M.
Home Study Quarterly .....Q.

Roman Catholic

Alberta—
Edmonton.....West. Catholic .....W.

British Columbia—
Victoria.....B. C. Orphan's Friend .....M.
Gazeta Katolicka .....W.

Manitoba—
Winnipeg.....Liberté .....W.
North West Rev. .....W.
Can. Ukranian .....W.
L'Ami du Foyer .....M.
Les Cloches .....M.

New Brunswick—
St. John.....New Freeman .....W.

Nova Scotia—
Halifax.....Gazette .....W.

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Eastview Centre. Messager de Marie .....M.
Kingston.....Can. Freeman .....W.
Canadian .....M.
London.....Catholic Record .....W.
Ottawa.....Canada .....M.
Toronto.....Cath. Reg. and Can. Extension .....W.
Can. League .....M.

Quebec—
Chicoutimi.....Echo Paroissial .....M.
Messager de St. Antoine .....M.
Hull.....Bulletin Paroissial .....W.
Montreal.....Aurore .....W.
Croix .....W.
Semaine Religieuse .....W.
Annales de P. A. .....M.
Bulletin Eucharistique .....M.
Bulletins Paroissiaux .....M.
Can. Messenger .....M.
Franciscan Review & St. A.'s Record .....M.
Messager Can. du S. C. .....M.
Petit Messager du Tres. S.S.....M.

Montreal	Revue Franciscaine	M.
	Semeur	M.
Quebec	Semaine Religieuse	W.
	Annales de N.-D. du S.C.	M.
	Apôtre	M.
	Fleur de la Charité	M.
	Union des B.P.	M.
Ste. Anne de B.	Annales de St. A. de Beaupre	M.
St. Anne de R.	Micmac Messenger	M.
St. Hyacinthe	Revue Dominicaine	M.
	Rosaire pour Tous	M.
Sherbrooke	Messager de St. Michel	W.
Saskatchewan—		
Meunster	St. Peter's Bote	W.
	St. Peter's Messenger	W.

ROTAGRAVURE

Nova Scotia—		
Halifax	Sunday Leader	W.
Ontario—		
London	Advertiser	D.
Toronto	Star	W.
	Sunday World	W.
Quebec—		
Montreal	La Patrie	D.
	La Presse	D.
	Standard	W.

SCIENTIFIC AND ENTOMOLOGICAL

Ontario—		
Guelph	Can. Entomologist	M.
Ottawa	Naturalist	M.
	Can. Field	M.
Toronto	Monthly Record	M.
Quebec—		
Quebec	Naturaliste Canadien	M.
	Bulletin de la Société de Géographie de Québec	M.

SOCIETY
(See Literary, Household, etc.)

TEMPERANCE

Nova Scotia—		
Windsor	Forward	S.-M.
	Templar	M.
Ontario—		
Hamilton	Can. Royal Templar	M.
London	Can. W. R. Tidings	M.
Orilla	Sons of Temp. Record	M.
Toronto	Pioneer	W.
	Moderationist	M.
Quebec—		
Montreal	Tempérance	M.
	White Ribbon Leaflet	M.

TOBACCO
(See Trade and Technical)

TRADE AND TECHNICAL

Alberta—		
Calgary	Can. Traveller and Trade Rev.	M.
British Columbia—		
Vancouver	Shipping Guide	T.-W.
	B. C. Retailer	M.
	Harbour and Shipping and Foreign Trade Review	M.
	Nabob	M.
Manitoba—		
Winnipeg	Winnipeg Community Builder	S.-M.
	Western Grocer	S.-M.
	Western Hardware Dealer	M.
	Can. Blacksmith and W.	M.
	General Store	M.
	Retail Merchants Monthly	M.
	West .Boot & Shoe Record	M.
	Western Druggist	M.
	Western Dry Goods	M.
	Western Grocery Record	M.

Winnipeg	West. Ladies' Wear	M.
	West. Men and Boys' Wear	M.
	Western Shoe Trade	M.
New Brunswick—		
St. John	Business Rev. & Maritime Retailer	M.
	Clerk & Maritime Salesman	M.
Nova Scotia—		
Halifax	Maritime Merchant	S.-M.
	Commercial News	M.
Ontario—		
Hamilton	Hotel Restaurant and Traveller	M.
	Intercolonial Gas. Jour. of Canada	M.
Oshawa	Fur Trade Journal of Canada	M.
Toronto	Canadian Grocer	W.
	Can. Mach. & Mfg. News	W.
	Druggists' Weekly	W.
	Hardware and Metal	W.
	Electrical News	S.-M.
	Sanitary Age	B.-W.
	Sanitary Engineer	S.-M.
	Shoe and Leather Journal	S.-M.
	Baker and Confectioner	M.
	Better Automotive Equipment	M.
	Bookseller and Stationer	M.
	Buyer	M.
	Can. Automotive Trade	M.
	Can. Barber	M.
	Can. Bookman	M.
	Can. Cigar and Tobacco Journal	M.
	Can. Colorist and Textile Processor	M.
	Canadian Druggist	M.
	Can. Drygoodsman & Women's Wear	M.
	Canadian Foundryman	M.
	Can. Funeral Service	M.
	Can. Furniture World	M.
	Can. Harness & Shoe Repair Jour.	M.
	Can. Implement & Trade Journal	M.
Toronto	Can. Journal of Music	M.
	Canadian Manufacturer	M.
	Can. Motorist	M.
	Can. Music Trades Journal	M.
	Canadian Optometrist	M.
	Can. Printer and Publisher	M.
	Canadian Stationer	M.
	Can. Welding Journal	M.
	Canadian Woodworker	M.
	Candy	M.
	Clothier and Haberdasher	M.
	Dry Goods Review	M.
	Electrical Dealer	M.
	Electrical Sales Builder	M.
	Footwear in Canada	M.
	Furniture Journal	M.
	Furniture World	M.
	Hardware and Accessories	M.
	Hospital Buying	M.
	Industrial Canada	M.
	Leathercraft	M.
	Ladies' Wear Buyer	M.
	Men's Wear Review	M.
	Motor Magazine	M.
	Motor Trade	M.
	Musical Canada	M.
	Paint and Decorating	M.
	Phonographic Journal of Canada	M.
	Pottery, Glass, etc	M.
	Radio Sales	M.
	Retail Druggist	M.
	Retail Grocer	M.
	Sport Goods Journal of Canada	M.
	Sporting Goods	M.
	Trader and Can. Jeweler	M.
	Canadian Exporter	Q.
Quebec—		
Montreal	Pulp and Paper Magazine	W.
	Trade Bulletin	W.

Montreal	Can. Textile Journal	W.
	Can. Milling and Grain Journal	S.-M.
	Canadian Fisherman	M.
	Canadian Purchaser	M.
	Iron and Steel Trade of Canada	M.
	Leather Worker	M.
Newfoundland—		
St. John's	Trade Review	W.
Saskatchewan—		
Saskatoon	Western Retailer	M.

TRANSPORTATION
(See Travel and Sport)

TRAVEL AND SPORT

Alberta—		
Calgary	Alberta Motorist	M.
Edmonton	Good Roads Magazine	M.
British Columbia—		
Vancouver	Sportsman	W.
	Motor Travel	M.
	Pacific Coast Motorist	M.
	Western Canadian Motorist	M.
Victoria	Island Motorist	M.
Manitoba—		
Winnipeg	Manitoba Motorist	M.
	Motor in Canada	M.
Ontario—		
Brantford	Canadian Golfer	M.
Grimsby	Canadian Sportsman	W.
Hamilton	Hotel and Restaurant	M.
Ottawa	Can. Marksman	M.
Toronto	Sport and Bowler	W.
	Can. Lawn Tennis	M.
	Canadian Motor Boat	M.
	Canadian Motorist	M.
	Can. Nat. Rys. Mag.	M.
	Canadian Railway & Marine World	M.
	Can. Ford Owner	M.
	Sport Goods Journal of Canada	M.
	Sporting Goods	M.
Woodstock	Rod and Gun	M.
Quebec—		
Montreal	Current Events	W.
	Ship. Reg. and Travel Guide	W.
	Can. Railway Guide	M.
	M.A.A.A. Magazine	M.
	Motor Book	M.
Quebec	Automobile du Canada	M.
	Automobile Club Mag.	M.
Sherbrooke	Forum	W.

WIRELESS TELEGRAPHY
(See Radio)

CONDENSED LIST OF DAILIES

Where the circulation is sworn to, the figures are printed in black type.

*** Star preceding name of publication signifies members of Audit Bureau of Circulations.**

*** Star preceding circulation figures denotes A. B. C. statements. For period covered, see full description in body of book, under name of publication.**

ALBERTA

Calgary—		
*Albertan	Morning	***10,949**
*Herald	Evening	***24,263**
Edmonton—		
*Bulletin	Morn & Even	*** 4,136**
	Saturday	*** 5,159**
*Journal	Evening	***21,612**
	Saturday	***26,752**
Lethbridge—		
*Herald	Evening	*** 6,220**
Medicine Hat—		
*News	Evening	*** 2,038**

BRITISH COLUMBIA

Nanaimo—		
Free Press	Evening	.....
Herald	Morning	**2,300**
Nelson—		
*News	Morning	*** 3,816**
New Westminster—		
British Columbian	Evening	2¾ M.
Prince Rupert—		
Empire	Evening	1¾ M.
*News	Evening	*** 1,554**
Vancouver—		
Chinese Times	Morning	.....
Continental News	Evening (Japanese)	**4,421**
*Province	Evening	***62,089**
Star	Evening	.....
*Sun	Morning	***22,553**
	Evening	***16,826**
	Sat. Evening	***25,023**
	Sunday	***38,769**
Victoria—		
*Colonist	Morning	*** 9,861**
	Sundays	***12,147**
New Republic	Morning	.....
*Times	Evening	*** 8,737**

MANITOBA

Brandon—		
Sun	Evening	**4,580**
Portage la Prairie—		
Graphic	Evening	1,500
Winnipeg—		
Grain Trade News...		
*Manitoba Free Press	Morn & Even	***65,572**
*Tribune	Evening	***35,821**

NEW BRUNSWICK

Fredericton—		
Gleaner	Evening	**6,447**
Mail	Evening	2 M.

Moncton—		
Times	Morning	3,919
Transcript	Evening	4,893
St. John—		
Globe	Evening	7 M.
*Telegraph-Journal	Morning	*19,121
*Times-Star	Evening	*16,114

NOVA SCOTIA

Amherst—		
News	Evening	1,417
Glace Bay—		
Gazette	Evening	6,325
Halifax—		
Acadian Recorder	Evening	.....
*Chronicle	Morning	*10,360
*Echo	Evening	* 8,829
*Herald	Morning	*16,851
*Mail	Evening	*15,817
New Glasgow—		
News	Evening	3,300
North Sydney—		
Herald	Evening	.....
Sydney—		
*Post	Morn & Even	* 4,226
Record	Evening	4,960
Truro—		
News	Evening	1,259

ONTARIO

Belleville—		
Intelligencer	Evening	4 M.
Ontario	Evening	2,776
Brantford—		
*Expositor	Evening	*10,594
Brockville—		
*Recorder-Times	Evening	* 4,225
Chatham—		
*News	Evening	* 5,926
Fort William—		
*Times-Journal	Evening	* 5,558
Galt—		
*Reporter	Evening	* 5,170
Guelph—		
*Mercury	Evening	* 4,710
Hamilton—		
Herald	Evening	20 M.
*Spectator	Evening	*33,076
Kingston—		
*British Whig	Evening	* 6,864
*Standard	Evening	* 6,698
Kitchener—		
*Record	Evening	* 7,967
Lindsay—		
*Post	Evening	* 2,650
London—		
*Advertiser	M., N. & E.	*20,988
*Free Press	M., N. & E.	*38,617
Niagara Falls—		
Review	Evening	3,646
Ottawa—		
*Citizen	M. & E.	*28,028
*Droit	Evening	* 8,982
*Journal Dailies	M. & E.	*28,076
Owen Sound—		
Sun-Times	Evening	6,694
Peterboro—		
*Examiner	Evening	* 6,371
Port Arthur—		
News-Chronicle	Evening	4,626
Port Hope—		
Guide	Evening	.....
Times	Evening	.....
St. Catharines—		
*Standard	Evening	* 9,287
St. Thomas—		
*Times-Journal	Evening	* 8,143

Sarnia—		
*Canadian-Observer	Evening	* 4,669
Sault Ste. Marie—		
*Star	Evening	* 4,392
Stratford—		
*Beacon-Herald	Evening	* 6,362
Toronto—		
*Globe	Morning	*88,336
Hebrew Journal	Morning	19,002
*Mail and Empire	Morning	*98,901
Shing Wah	Evening	.....
*Star	Evening	*133,751
*Telegram	Evening	*106,931
Varsity	Evening	5 M.
Windsor—		
*Border Cities Star	Evening	*22,226
Woodstock—		
*Sentinel-Review	Evening	* 5,509

PRINCE EDWARD ISLAND

Charlottetown—		
*Guardian	Morning	* 5,551
Patriot	Evening	5 M.

QUEBEC

Lévis—		
Quotidien	Evening	3½ M.
Montreal—		
*Canada	Morning	* 7,997
Court House Journal.		
*Devoir	Evening	*11,279
Eagle	Morning	14,424
*Gazette	Morning	*29,091
*Herald	Evening	*10,242
McGill Daily	Morning	2¾ M.
*Patrie	Evening	*27,685
	Saturday Ed.	*48,616
*Presse	Evening	*124,693
	Saturdays	*141,708
*Star	Evening	*111,798
Quebec—		
*Action Catholique	Evening	*20,411
*Chronicle	Morning	* 2,471
*Evénement	Evening	*16,096
*Soleil	Evening	*42,599
Telegraph	Evening	12,499
Sherbrooke—		
*Record	Evening	* 9,530
*Tribune	Evening	* 5,914
Three Rivers—		
*Nouvelliste	Evening	* 5,567

SASKATCHEWAN

Moose Jaw—		
*Times	Evening	* 4,634
Prince Albert—		
*Herald	Evening	* 2,769
Regina—		
*Leader	Morning	*20,653
*Post	Evening	* 7,486
Saskatoon—		
*Phoenix	Morning	* 2,119
*Star	Evening	*22,228

YUKON

Dawson City—		
News	Evening	.....

NEWFOUNDLAND

St. John's—		
Advocate	Evening	6 M.
Mail	Evening	.....
News	Morning	6,525
Telegram	Evening	8,512

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